

Crowd
Favorite



WordCamp Asia 2023



Successfully Marrying Open Source & Large Marketing Technology Stacks

Elevating the Future of Digital Experience

■ Digital Strategy ■ Open-Source Integration ■ OSS Web Development ■ Digital Support Services



Why Am I Up Here?

- I Love Open Source & Want it to Succeed
- 29 Years Working in the Enterprise Agencies
- Have the Privilege of Working With One of the Historic Teams & Brands in the WordPress Community.



16 Years of Scaling WordPress in the Enterprise...

...By Integrating Open-Source Solutions for Complex MarTech



A Note About Buzzwords & Lexicon

WCM
Modular Product Frameworks
Digital Transformation
xxx
Omni Channel
DXP
Web Apps
CMS
SaaS Integrations
Composable
PIM
Agile CMS
WEM
DXM
Multi Channel



“Websites For Use Cases,
Not Features...”

Alberto Medina
-Google





I Want To Talk
To You From
The Enterprise
Clients POV



Our # 1 most asked question :

“How Do We Move From
Pushing Content
to Delivering a
True Omni Channel
Experience?”

- What Are the Differences in MarTech Stacks, SaaS Apps, & Digital Experience Platforms?
- How Do We Look at the Actual Total Cost of Ownership?
- What are the Factors in Reducing Wasted Cycles in Digital Workflows?
- What First Steps Should We Think About When Looking at a MarTech Stack?



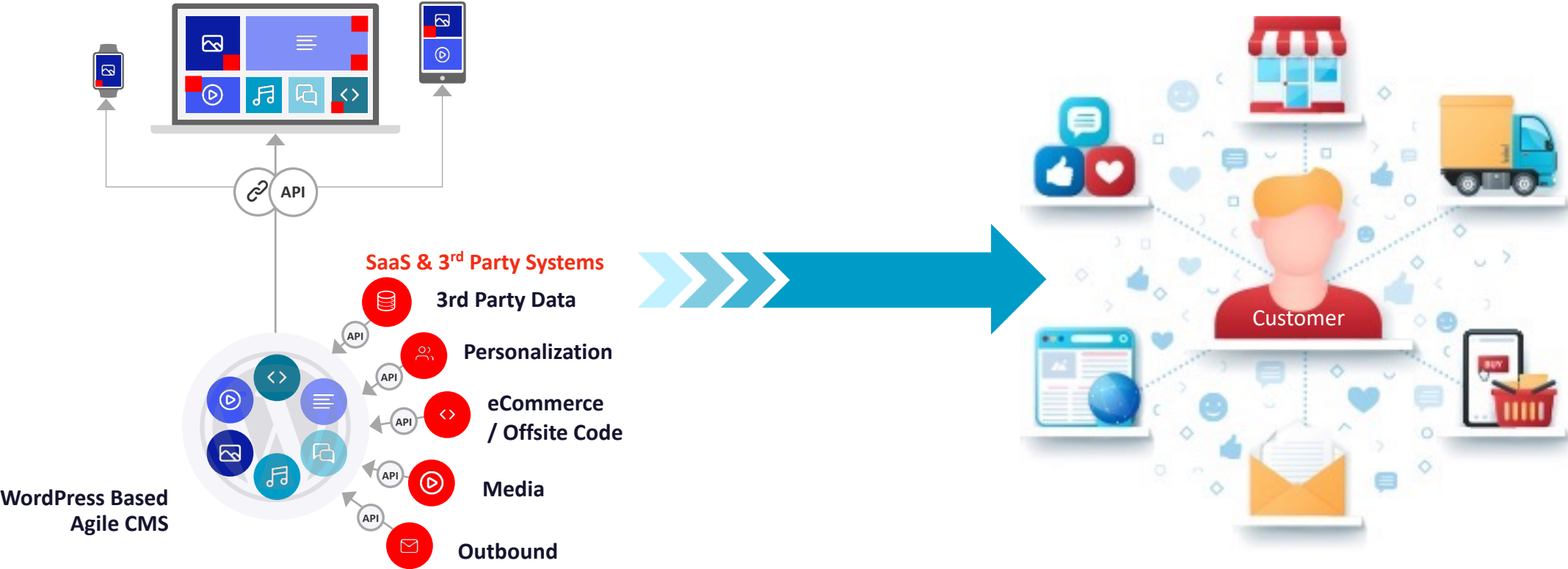
The 360° Customer Focused Omni Channel Concept

- Every interaction with your Brand should be part of a singular experience, in a word: **Personalized**.
- A genuinely seamless interaction **centered on the customer** & their perspective.
- **Focus on the Customer Journey:**
Leveraging your Brand & content across many mediums.





The Rise of the API in WordPress



The Promise of Multi-Channel



Marketing Editorial Workflow Level of Effort



0

Isolated System Architecture

- WordPress out of the box with Plug-Ins
- Brochureware Marketing sites, no connections or data sharing



Marketing Editorial Workflow Level of Effort



0

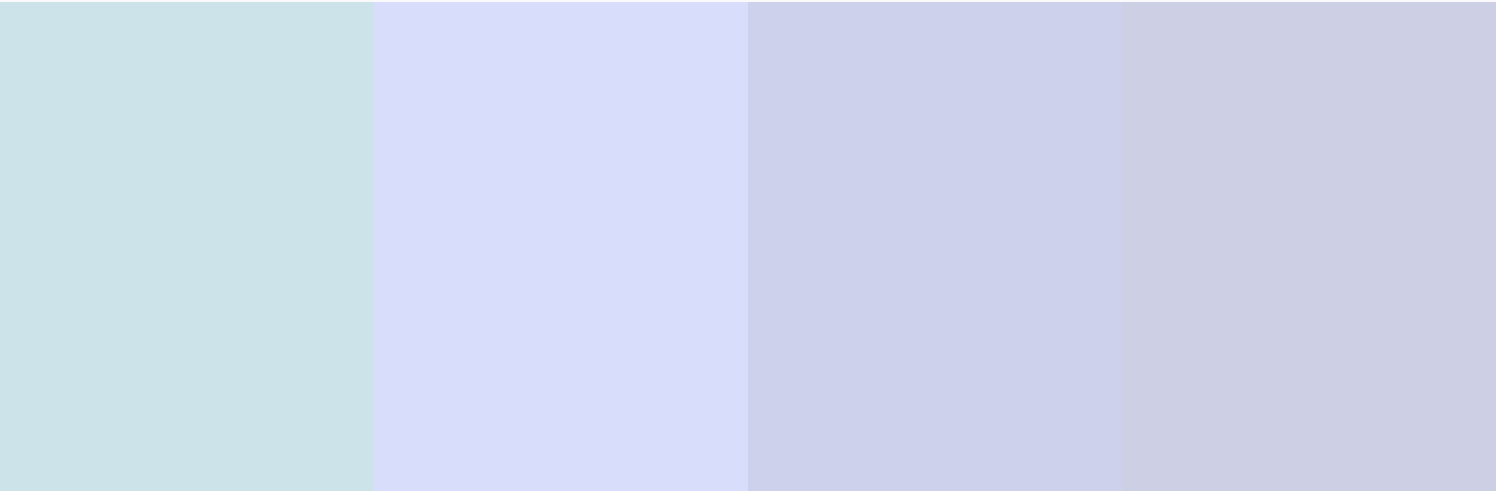
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1

Single Pipeline Architecture

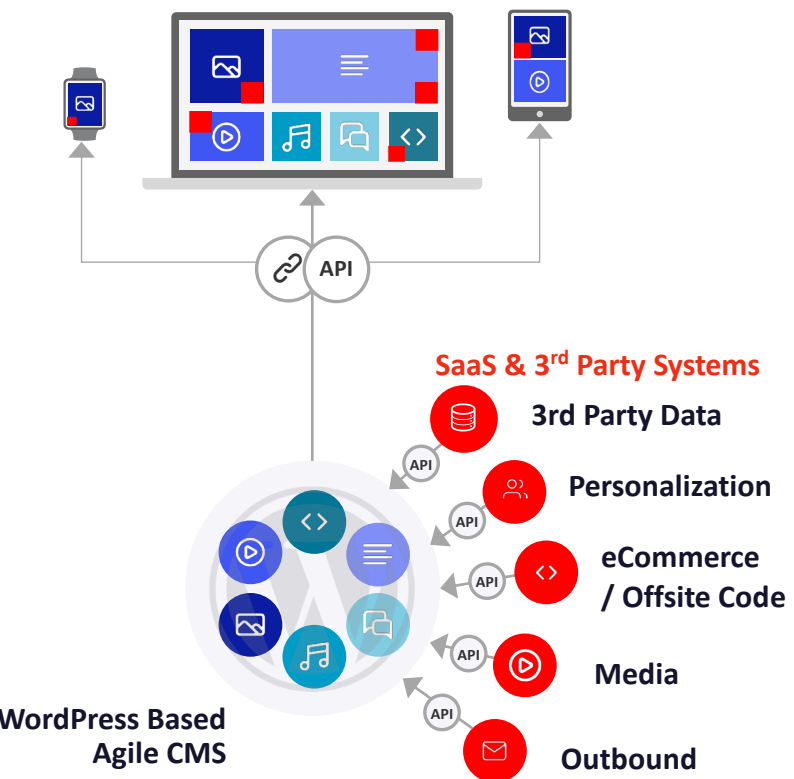
- CMS with SaaS data import streams
- Simple Marketing site with one direction data stream





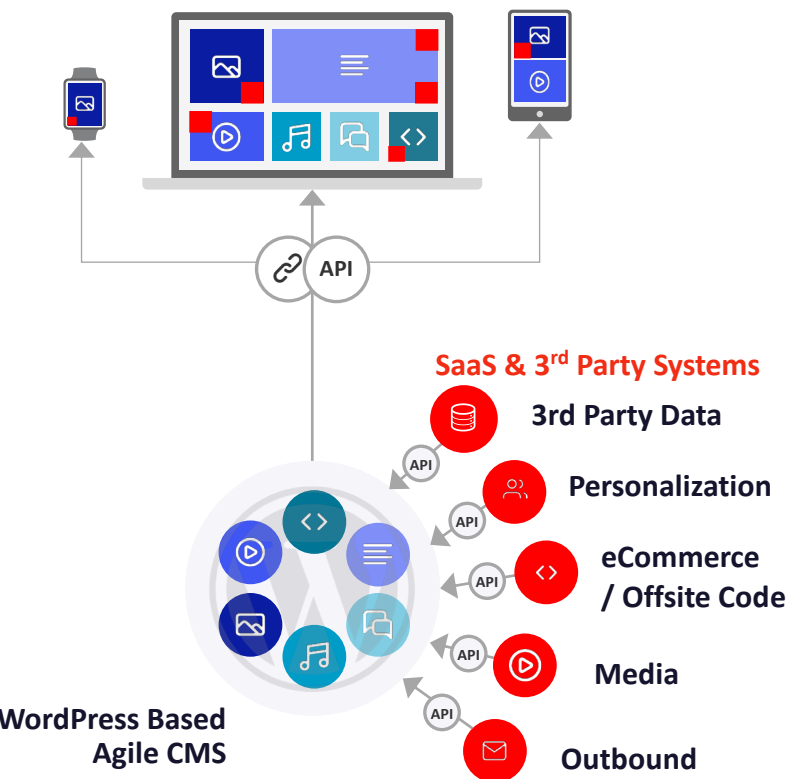


WordPress Agile CMS

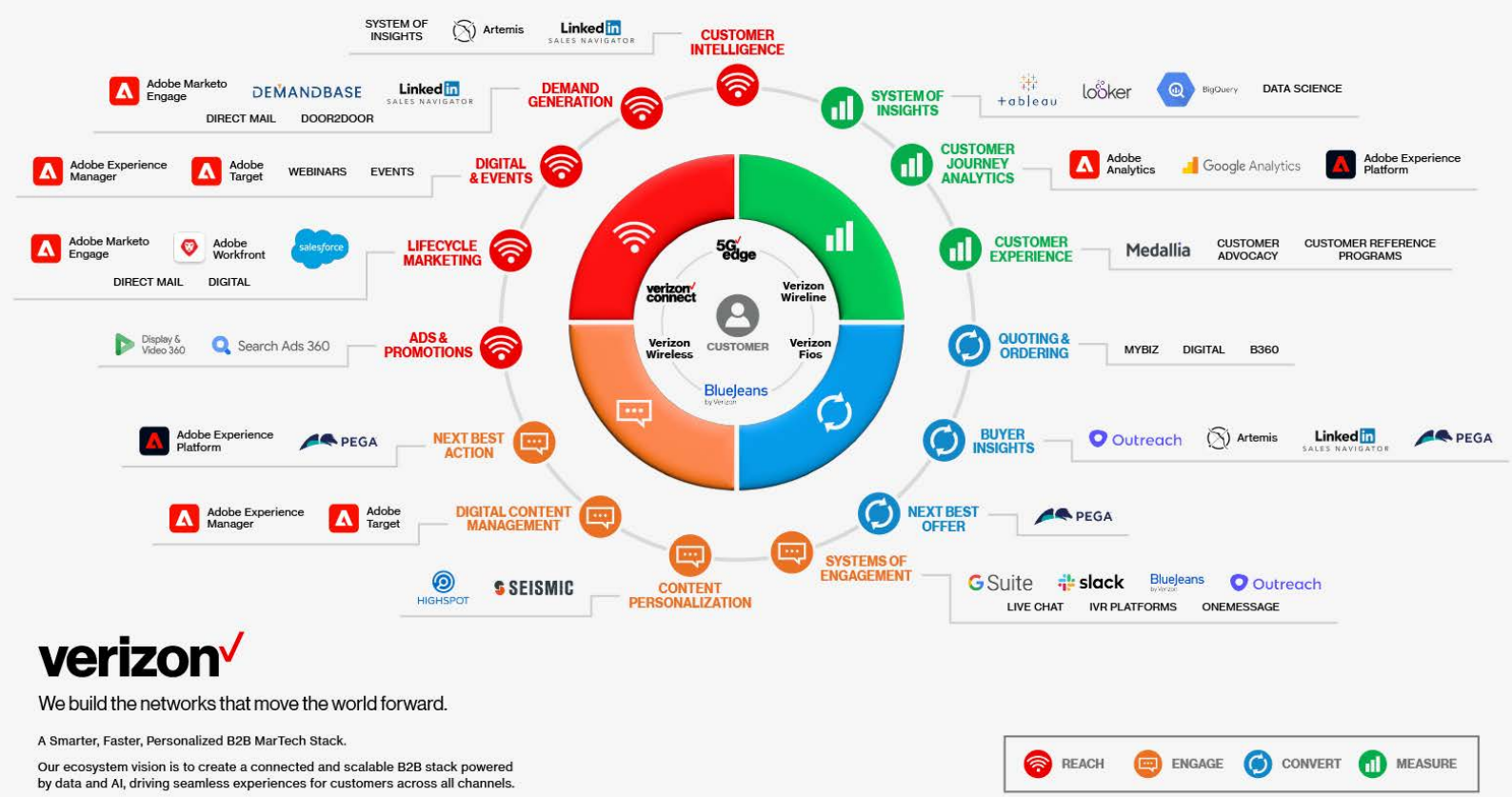




WordPress Agile CMS

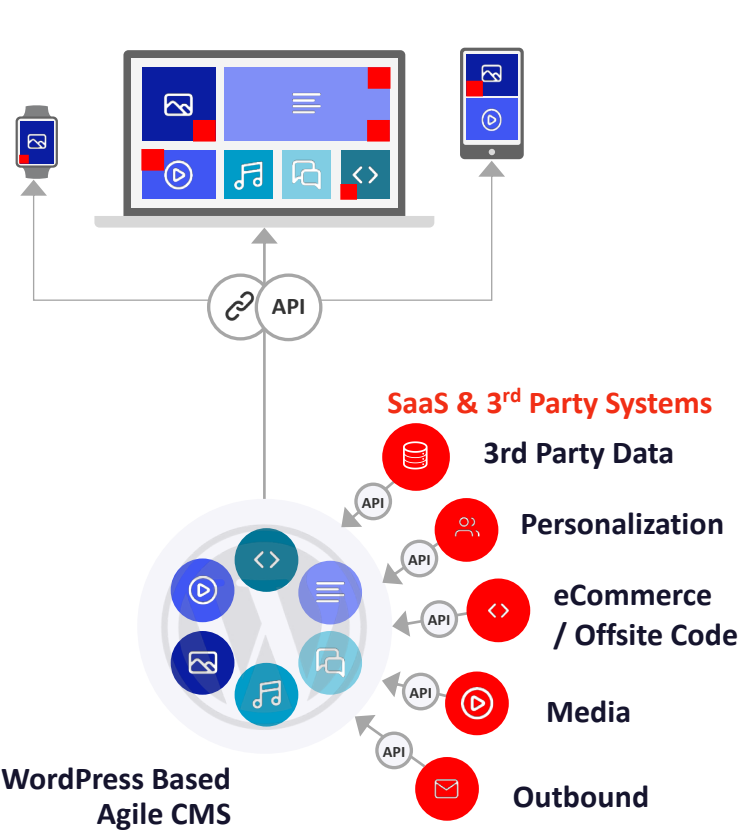


DXP Approach - True Digital Experience





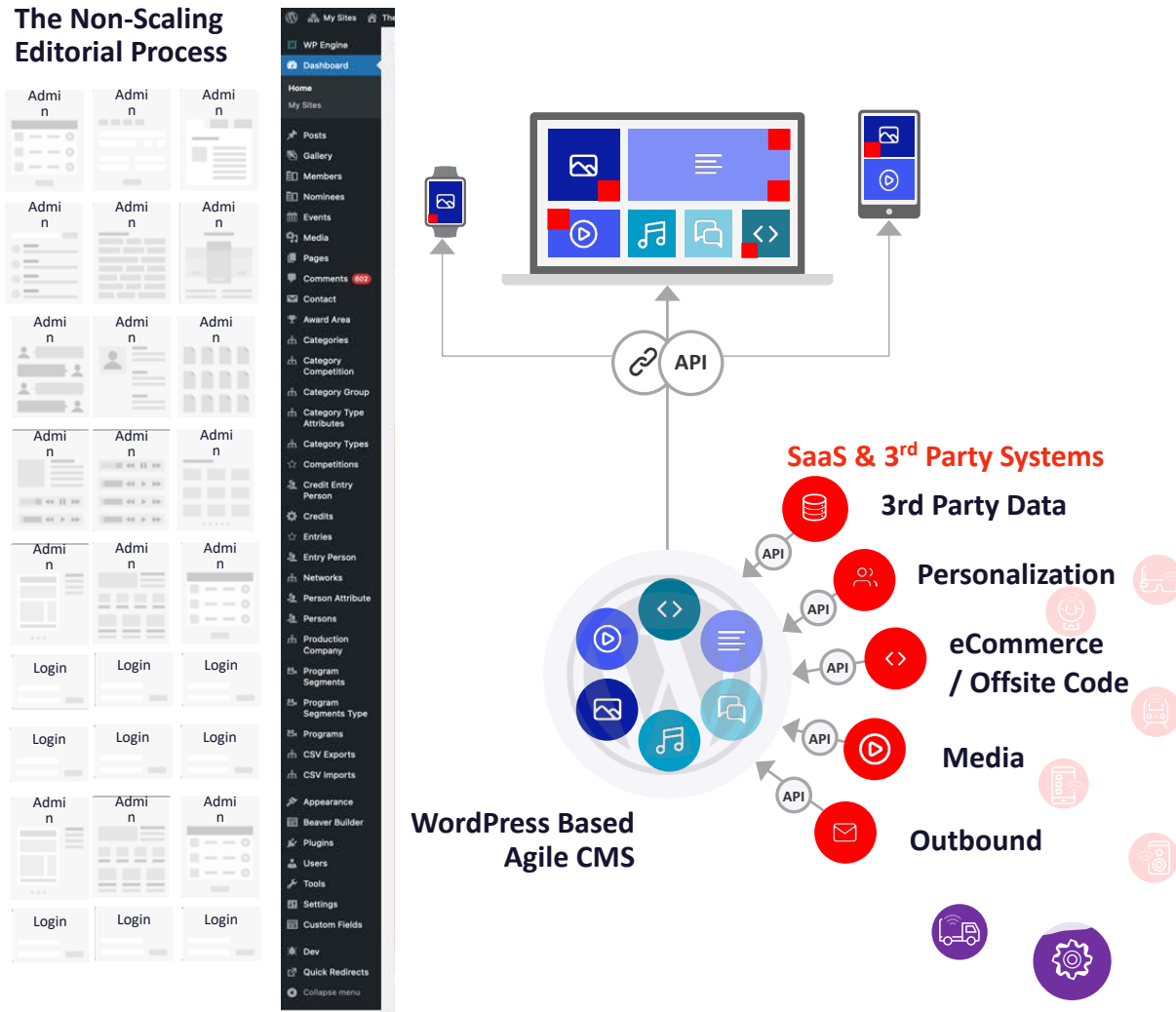
The Promise of Multi-Channel...





The Problem Created by The Rise of the API in WordPress

The Non-Scaling Editorial Process

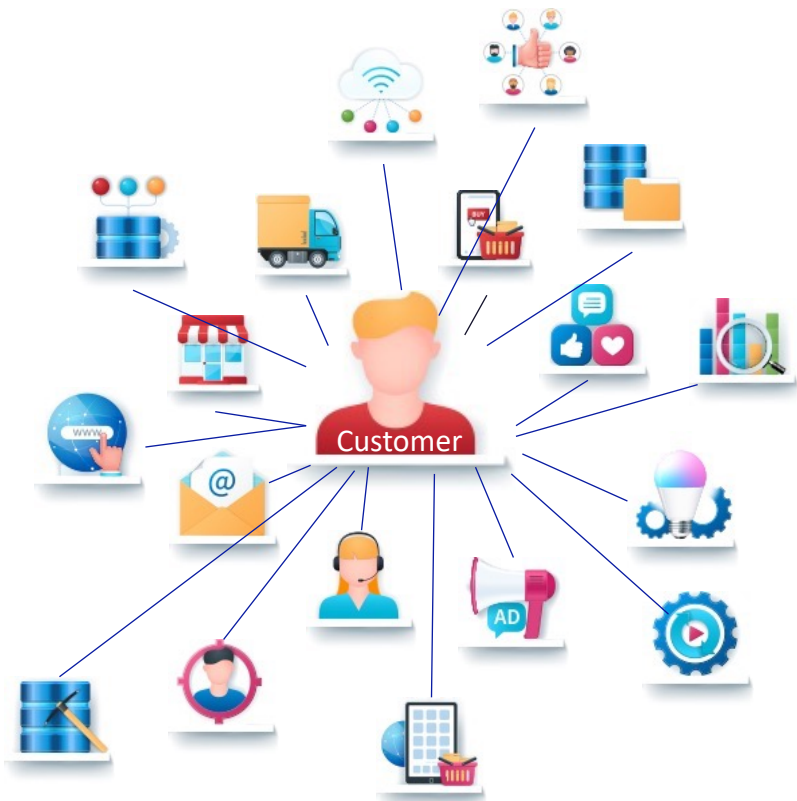
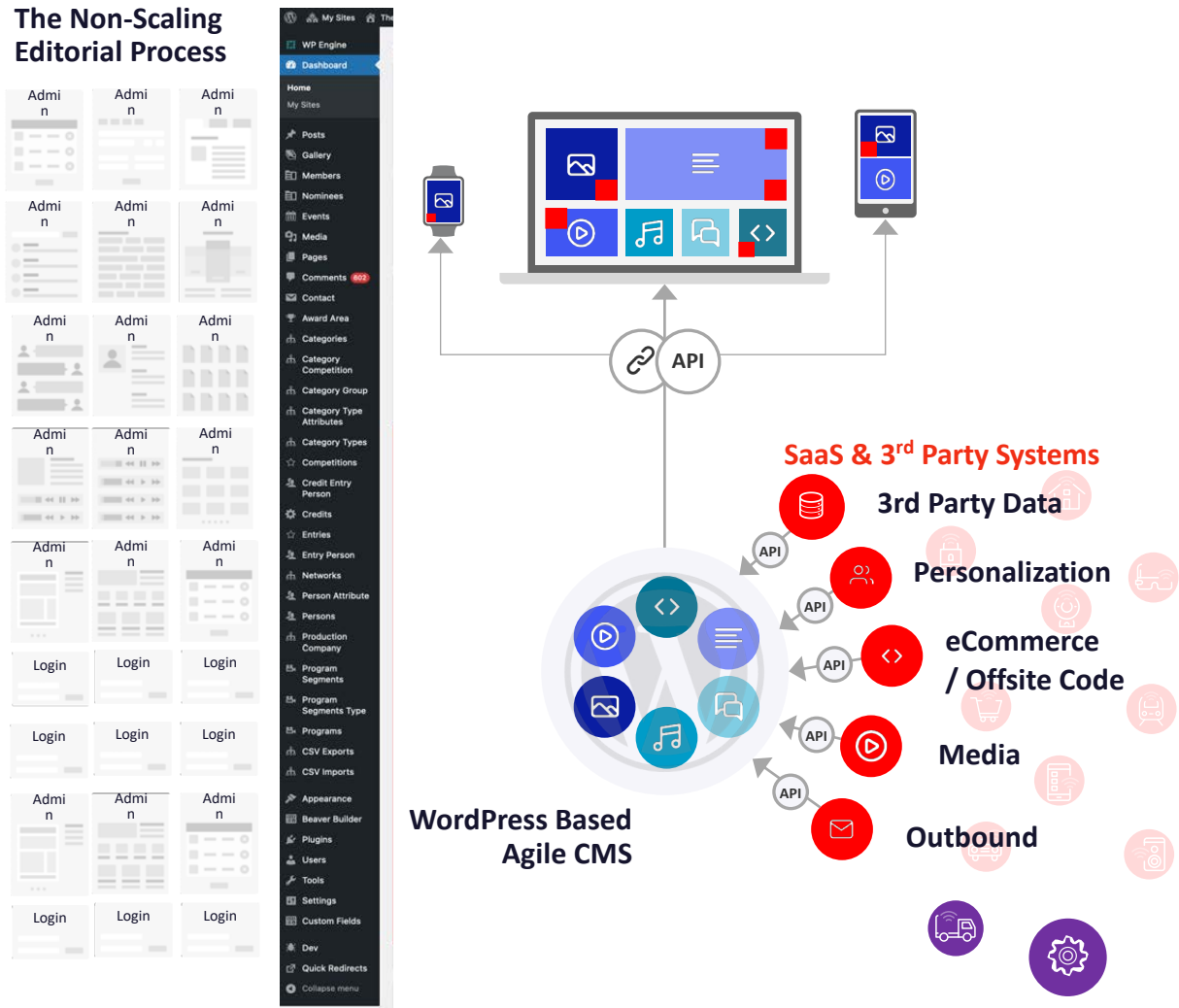


The Promise of Multi-Channel



The Reality of Omni Channel

The Non-Scaling Editorial Process





Marketing Editorial Workflow Level of Effort



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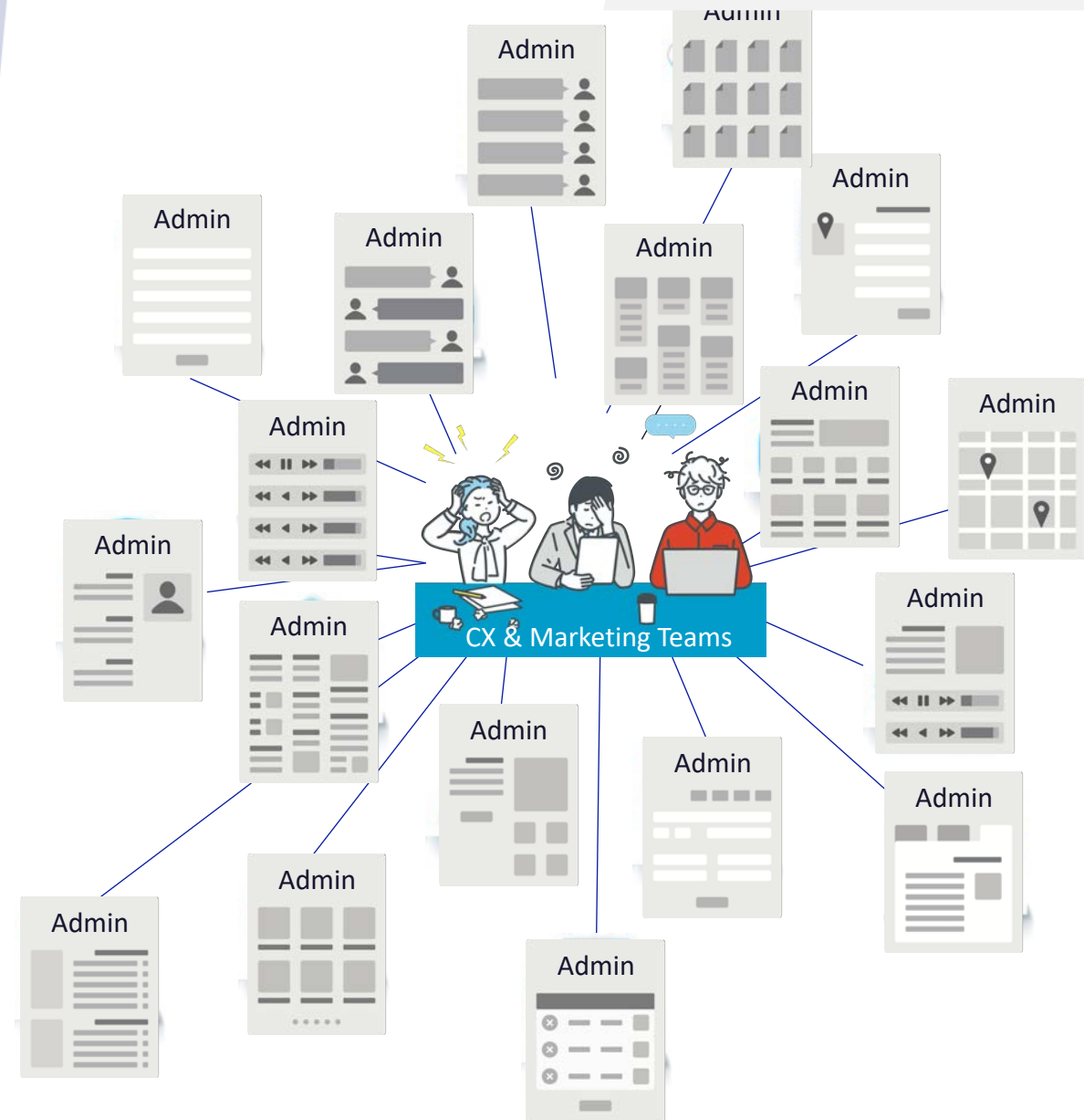
Duplex Data Stream Architecture

- Two-way data stream
- Ability to pass information from CRM etc. back & forth to the marketing site



The Rush to Add Multi/Omni Channel

- Most Brands & Enterprises settled for far less than the promise
 - 15 % were functionally broken
 - 70% got by with slow & painful manual processes
 - ONLY 15% were delivering well & meeting business goals





So What Became
The Problem
For Brands?

&

What Are Other
Choices Available
For Marketing
Teams?

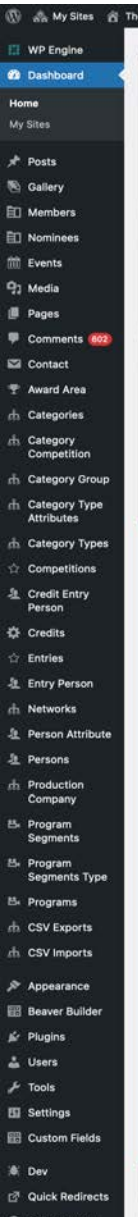
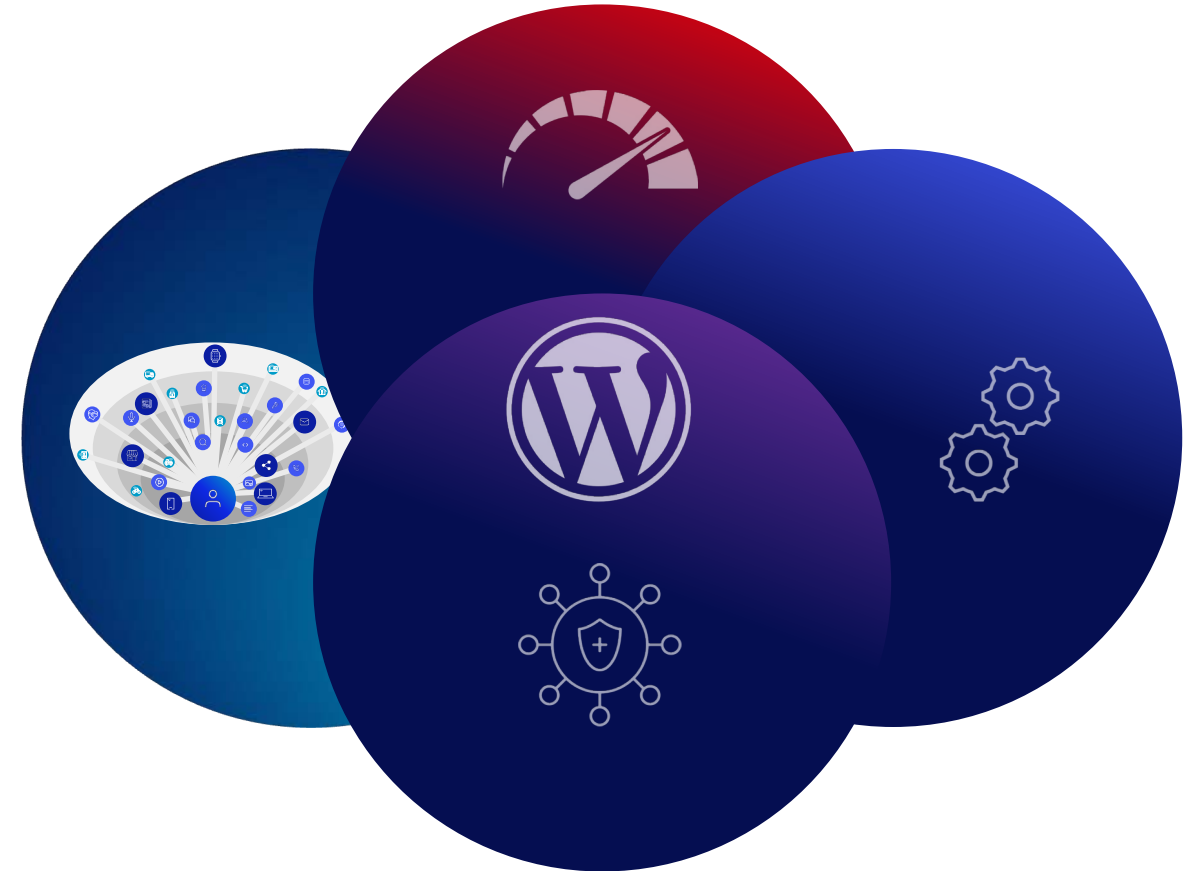




Reasons Brands Dismiss WordPress as a DXP Foundation

Top 10 reasons quoted by prospective or experienced WordPress Clients on why not WordPress for a DXP

- Complete Lack of Task Orientation. “Hopscotch UX”
- Feels like a hodgepodge of different products pulling in different directions
- Non scalable code – the more complex the integrations, the slower it gets
- Database limits/design/scale
- Lack of scaled media management
- Our Mission Critical 3rd party Integration “x” is not data compatible
- Lack of integrated personalization
- 3rd party Integrations/Plug Ins are just data exports, leading to multiple back-end systems and admins
- Wildly different levels of code quality in plugins
- Centralized support nonexistent - ecosystem’s lack of understanding of enterprise needs





Brand Assumptions Assumption About DXP Features

FEATURE	SITECORE	ADOBE EXPERIENCE MANAGER	WORDPRESS
Search Engine Optimization	✓	✓	✓
Advanced Editorial Experience	✓	✓	
Multilingual, Multinational	✓	✓	
Enterprise Scale Search	✓	✓	
Complex User Profiles and Security	✓	✓	
Web Forms for Marketers	✓	✓	
Advanced A/B and Multivariate Testing	✓	✓	
Personalization / Artificial Intelligence	✓	✓	

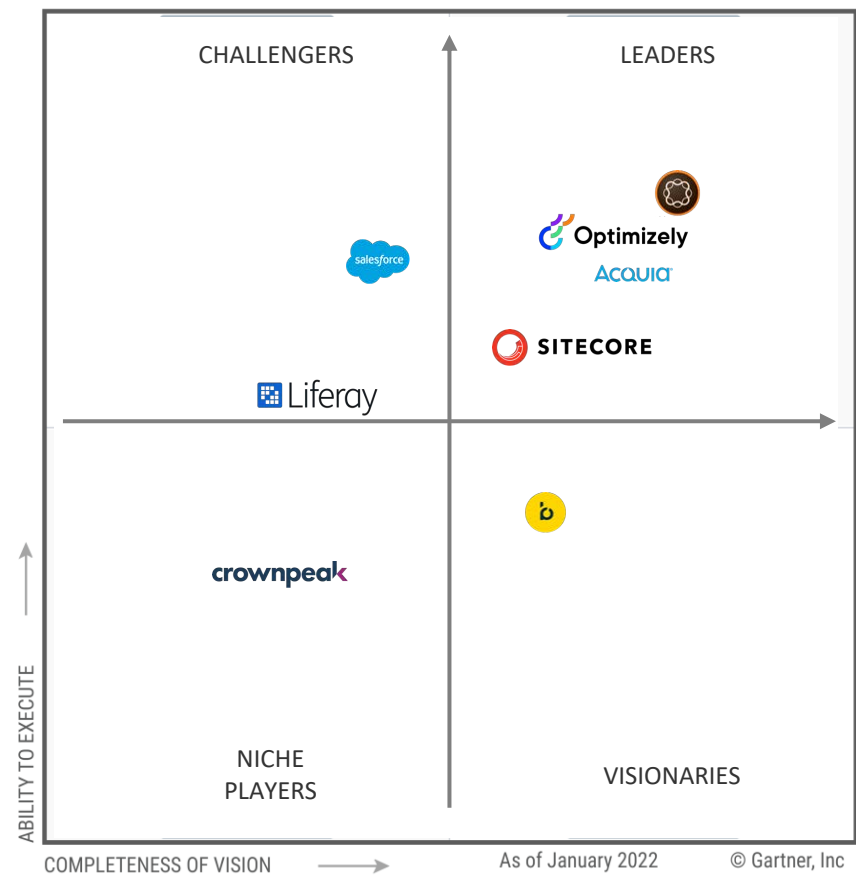


The Perceived Choices

All-in-One DXP's

The MarTech 10,000 + SaaS Choices

Figure 1: Magic Quadrant for Digital Experience Platforms



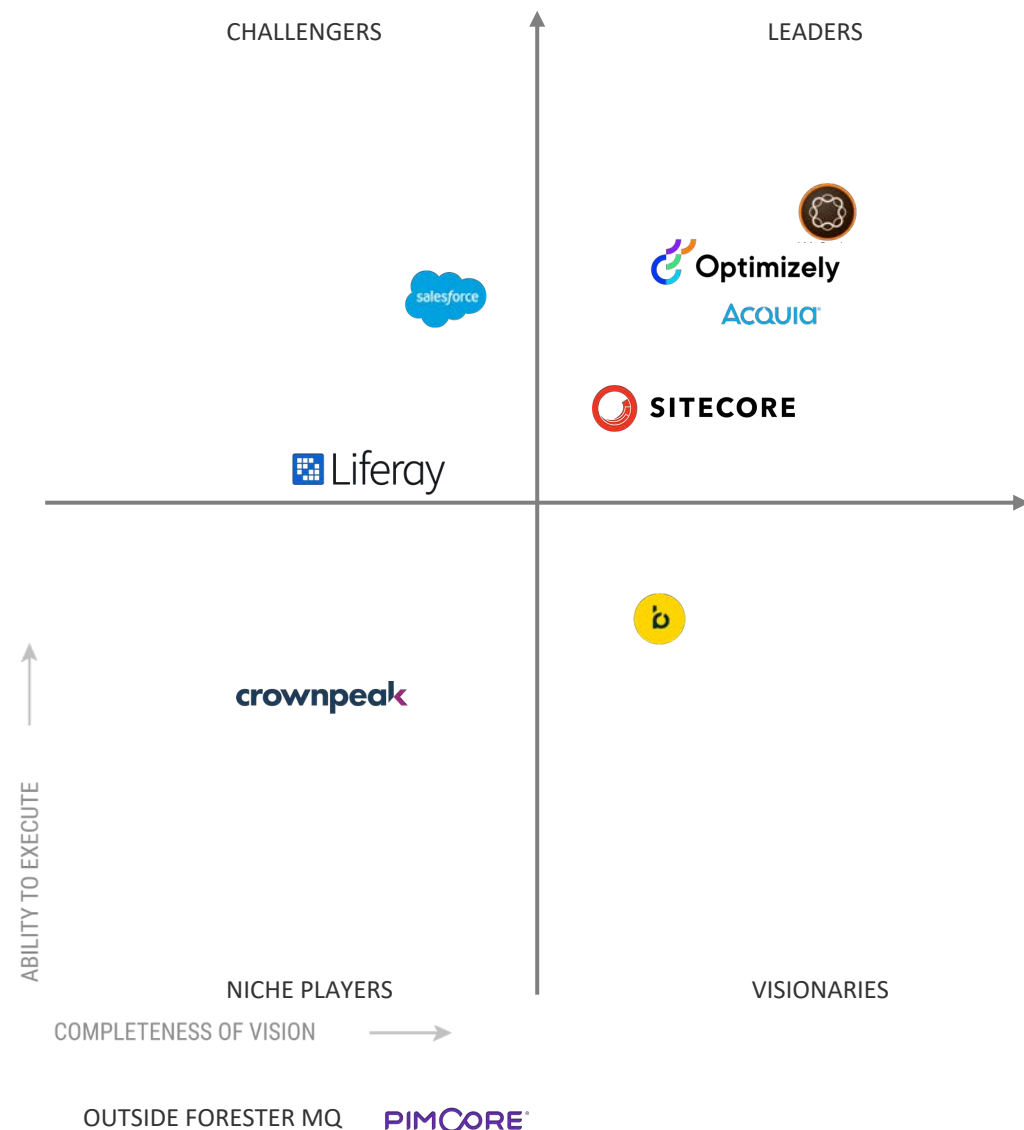
or



Source: Gartner (February 2022)



All-in-One DXP's Platform Features



Create

- Full Experiential Control
- No-Code / Low-Code Content Creation
- Advanced Page Building
- Atomic-Designed Template Architecture
- Omnichannel Publishing - Content as a Service
- Marketing Automation
- Advanced Campaign Tools
- Style Systems
- eCommerce
- Deep 3rd Party Integrations

Optimize

- Personalization / Conditional Content
- Marketing Automation Tools & Integrations
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- Advanced Campaign Tools
- Customer Insight Conversion Optimization
- Artificial Intelligence BI Integrations
- Real-Time Customer Profiles
- Lead Management

Manage

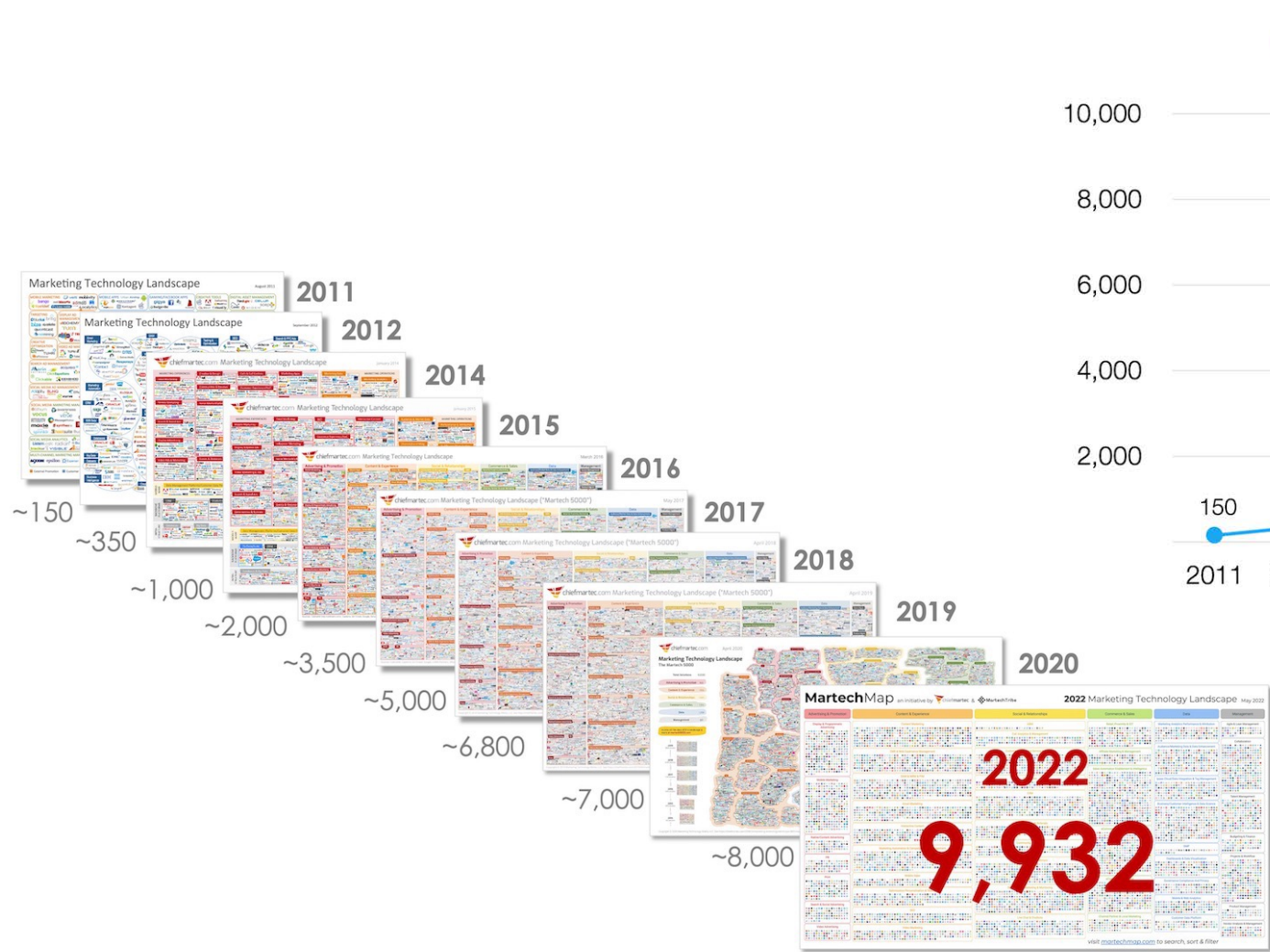
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- Multilingual Module
- Publishing / Editorial Workflows
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- SEO & Campaign Management
- Cross-Channel Campaign Management
- Personal Data Management

Develop / Innovate

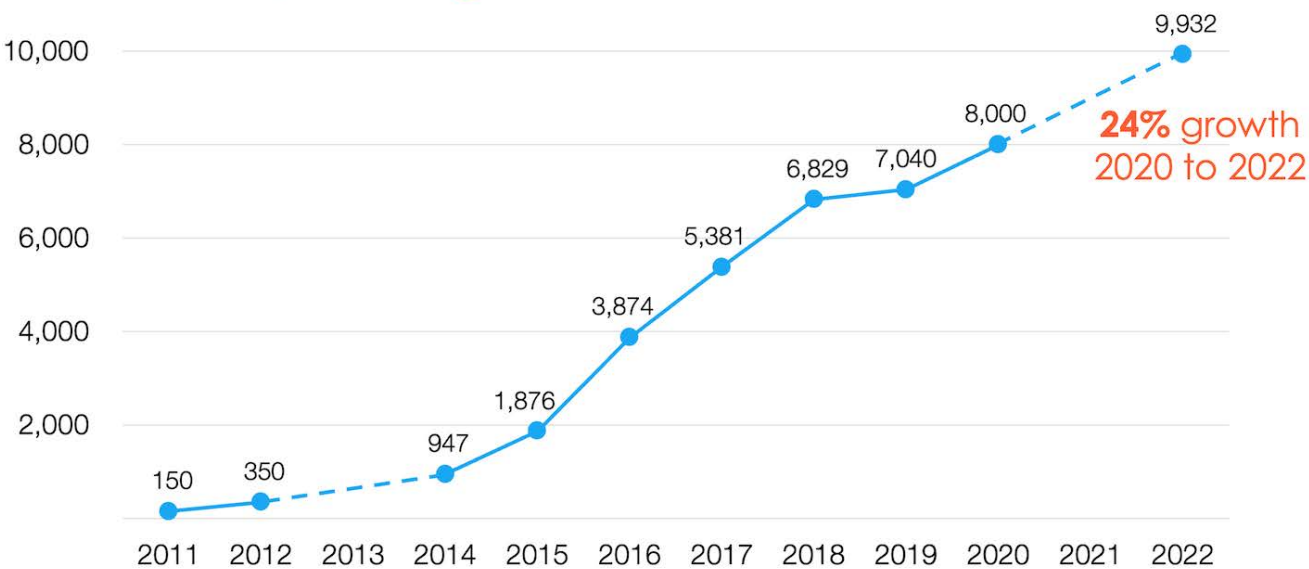
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- Enterprise Sandbox Environments
- Strong Developer Community



Building Complex MarTech Solutions in SaaS



6,521% growth 2011 to 2022

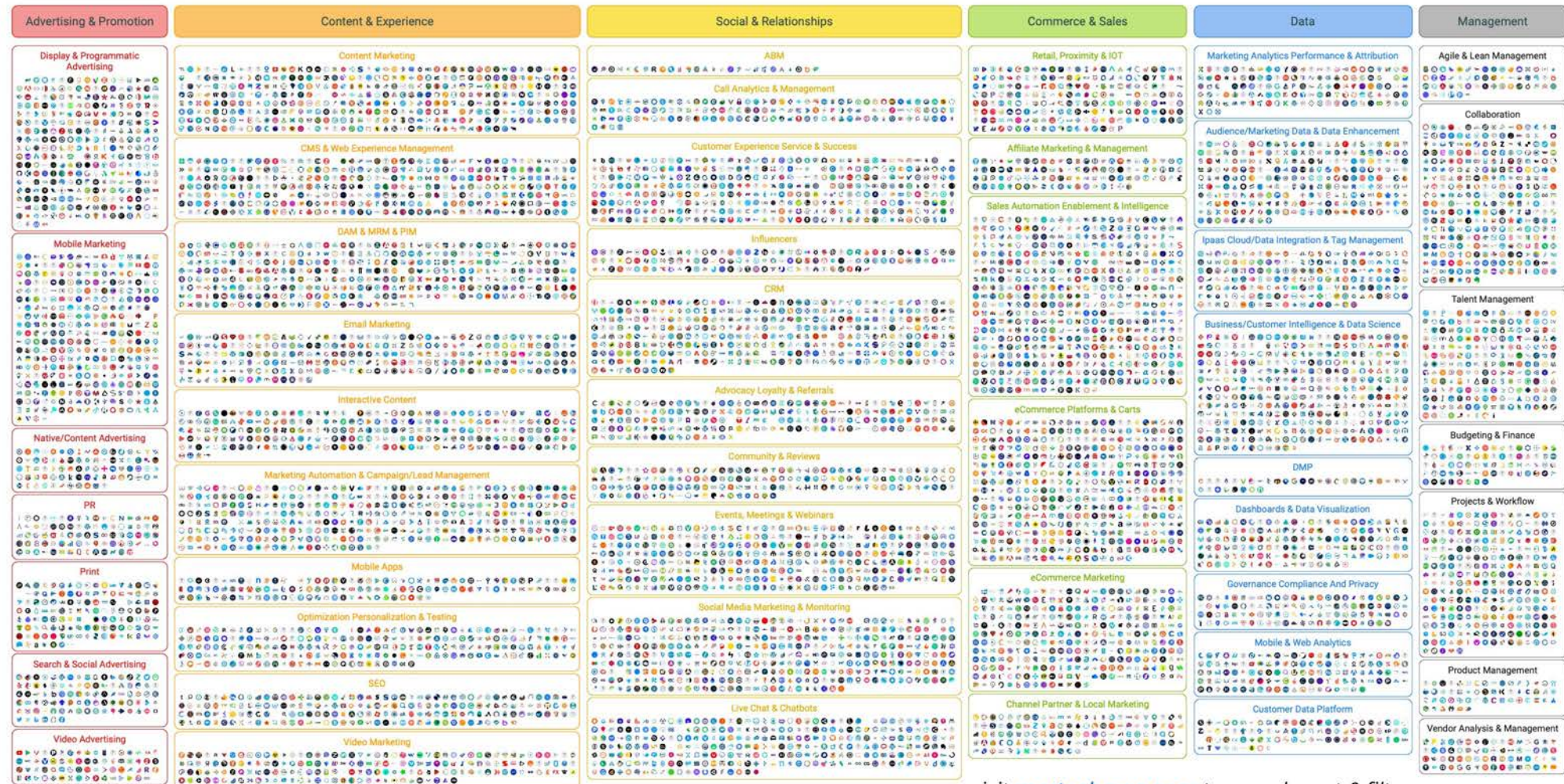




Building Complex MarTech Solutions in SaaS

MartechMap an initiative by chiefmartec & MartechTribes

2022 Marketing Technology Landscape May 2022



visit martechmap.com to search, sort & filter



Not ALL Composable MarTech Stacks are Equal

Black Box – Software Lock Out

- Proprietary Software with Customization and External Integration Limits.

SaaS Style Platform Lock-In

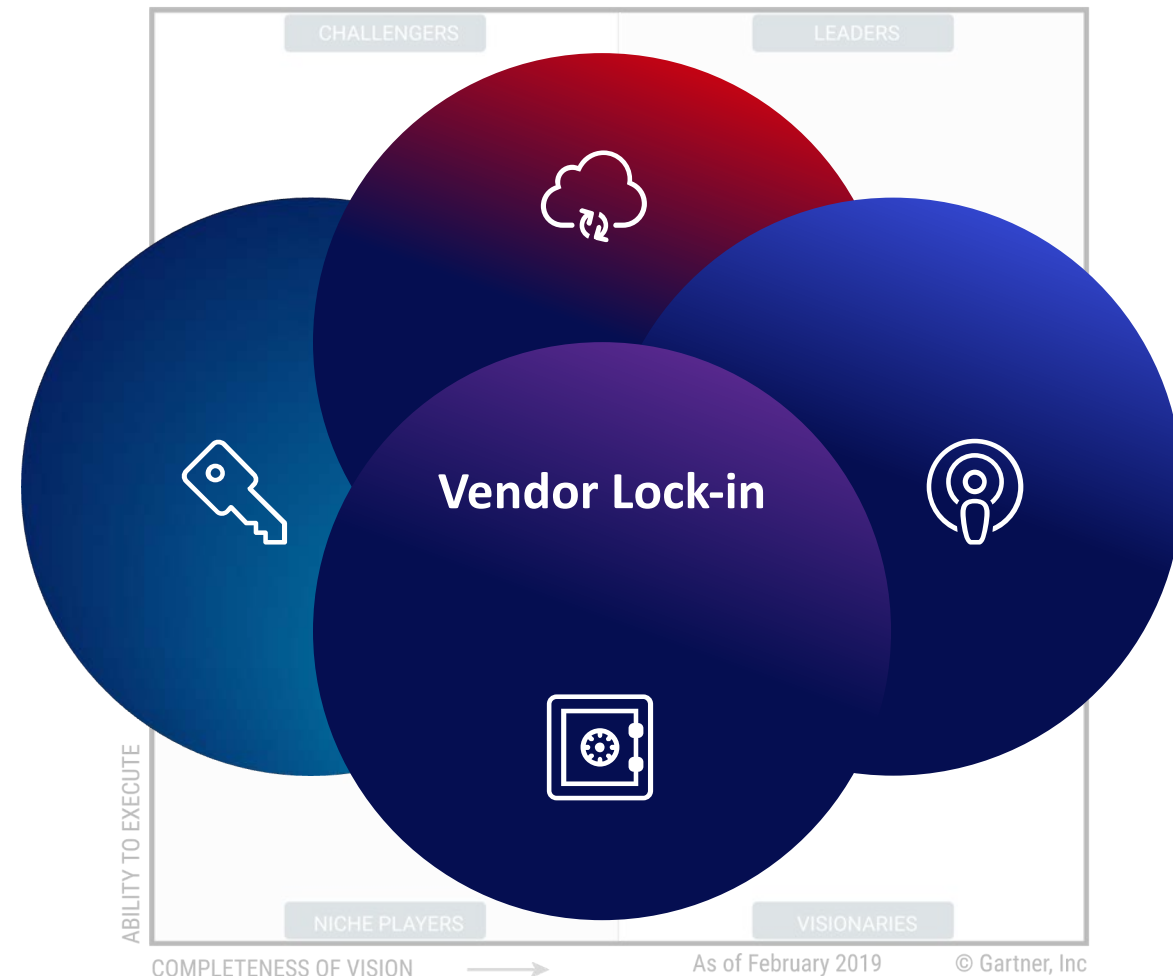
- Expensive Closed Environment with Workflow Lock-in, High Cost of Customization & Slow External Integration.

Micro Open Source Project

- Gateway Sale, Small Specialized Software Evolved from a Product or Agency's Bespoke Solution not compatible with or supported by a larger community.

Disguised Vendor Lock-in Within OSS

- Customized Framework, originally built on top of Open Source, but added code and SaaS Features create Lock-in.





Why use Open Source As For Your MarTech Stack?

Do We in OSS Have an Advantage?

- No Vendor Lock-in
- No Licensing
- Finite Control Over Data Ownership
- Innovate Faster
- Vast Modular Ecosystem
- Customize Without Massive Regression Risks
- Massive Install Base
- Control Over Total Cost of Ownership Savings

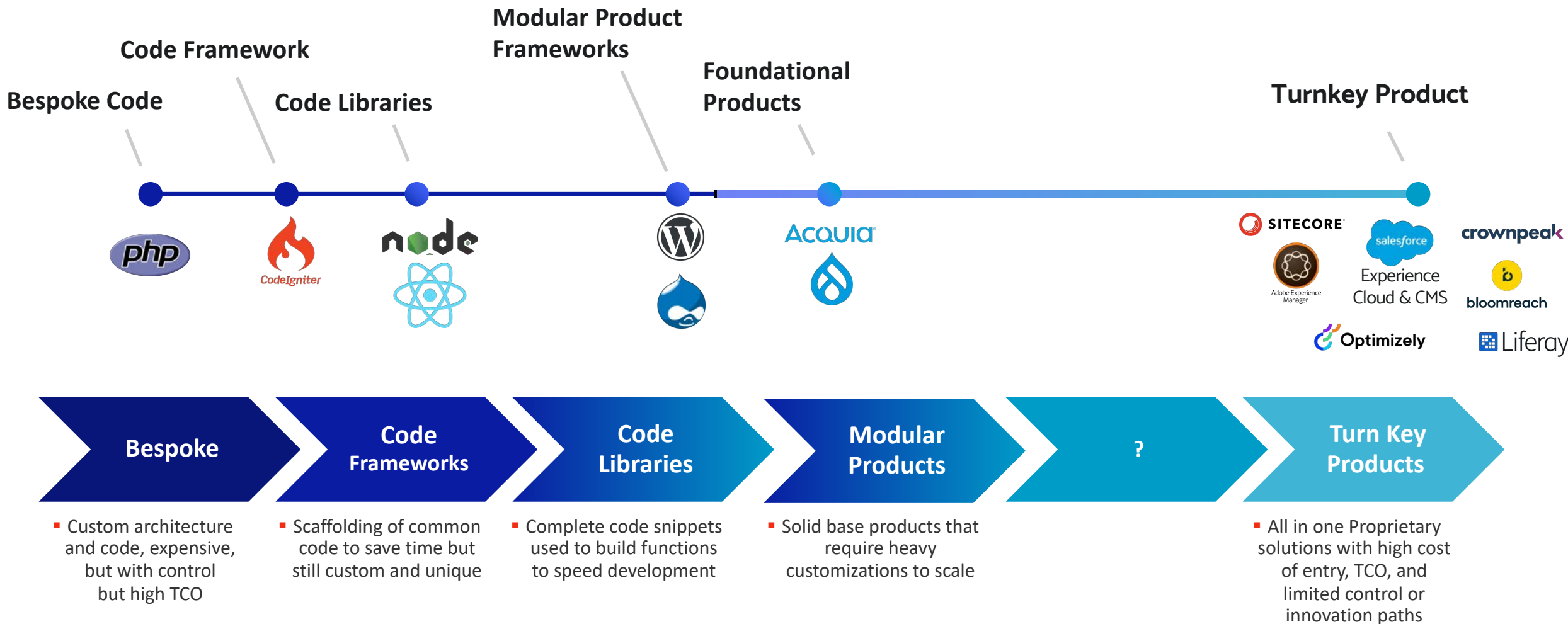
***THE
FUTURE
IS OPEN***



Let's Discuss The
Technology Range
Available To
Marketing Teams

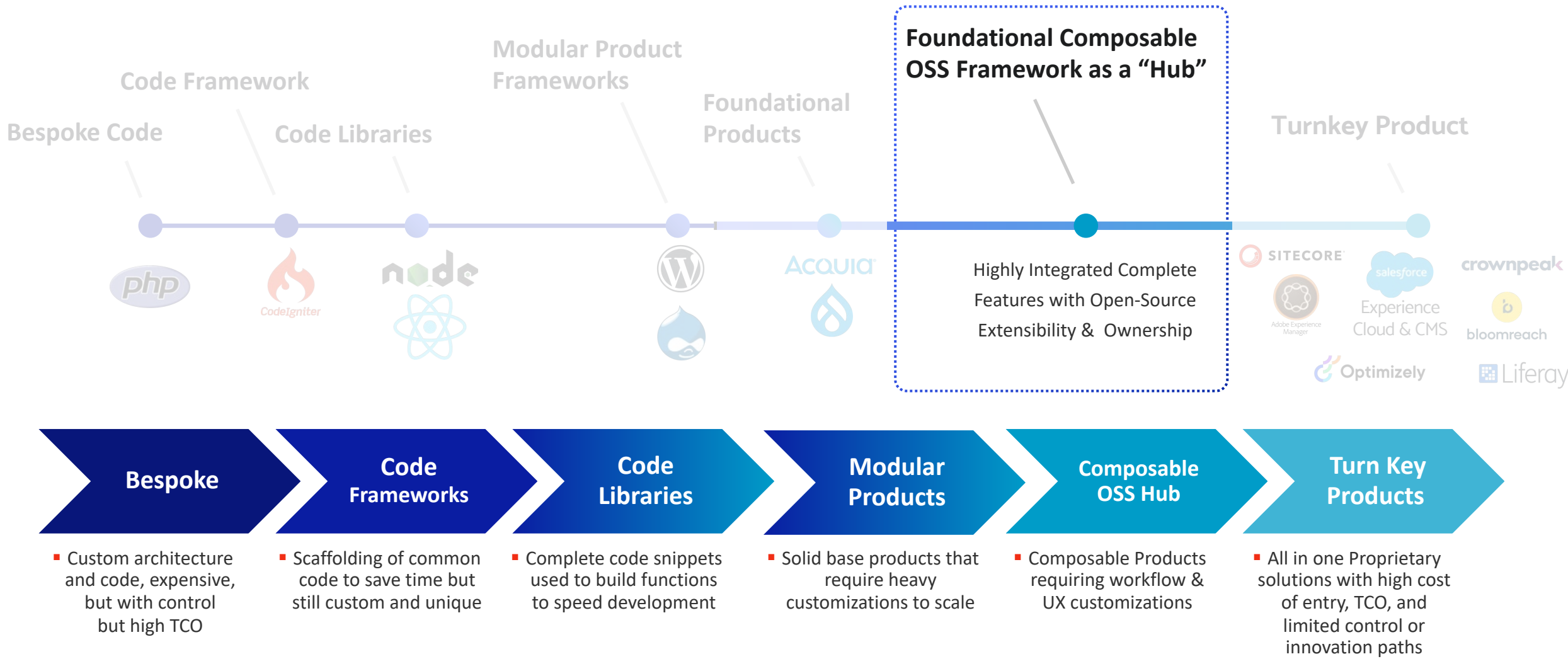
Technology Range

Bespoke Code to Full MarTech Solutions



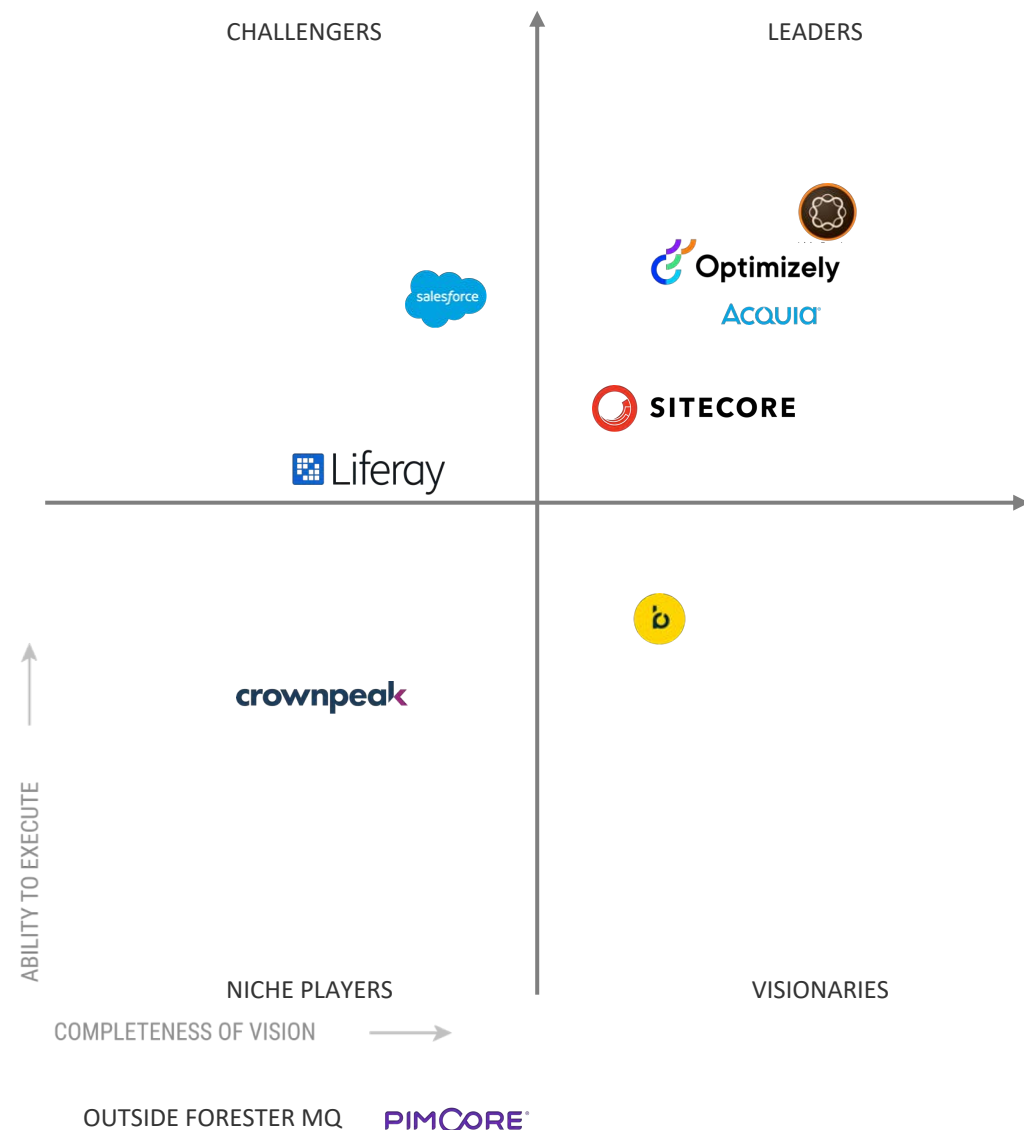
Technology Range

Bespoke Code to Full MarTech Solutions





All-in-One DXP's / MarTech Platform Features



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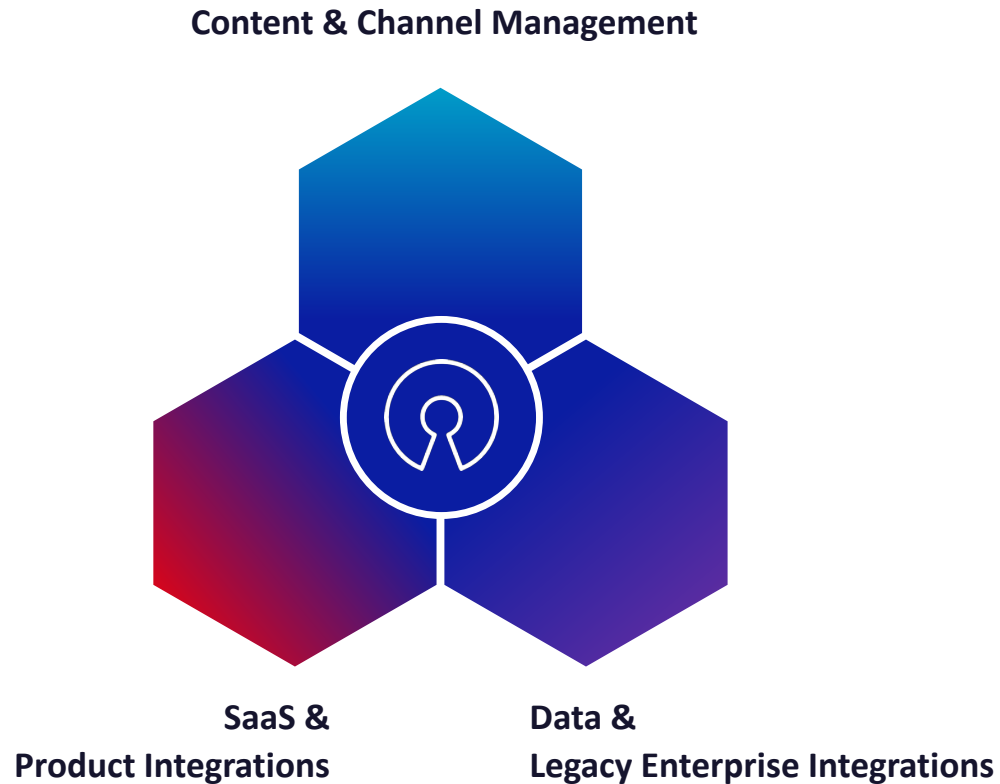
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If We Break Down Brand
Needs To Their Core



Breaking Down The MarTech Feature Architecture



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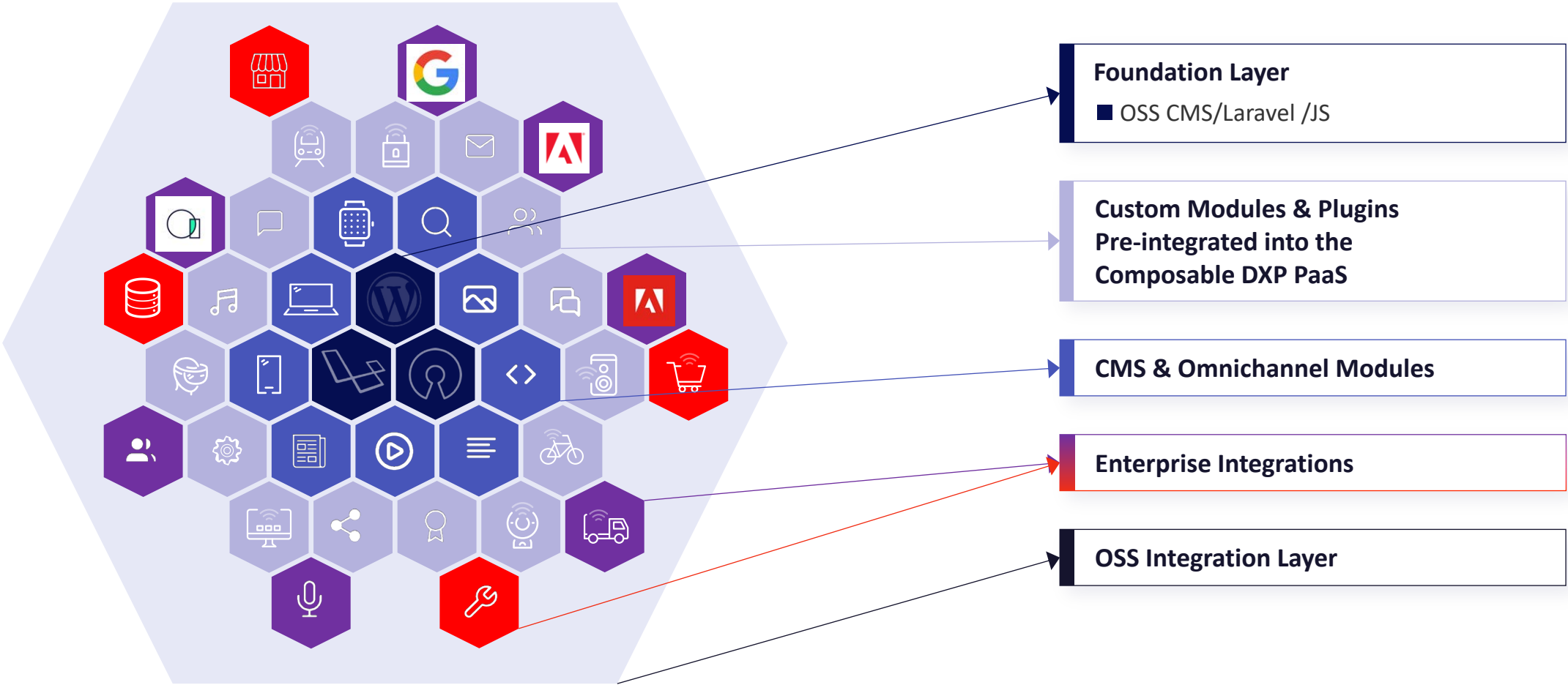
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Looking At A Possible Solution In The WordPress Way...



Example of a Composable OSS DXP Framework Architecture



Custom Editorial Workflow with Unified Admin



- API First Architecture
- Innovate with Faster Time to Market Dev
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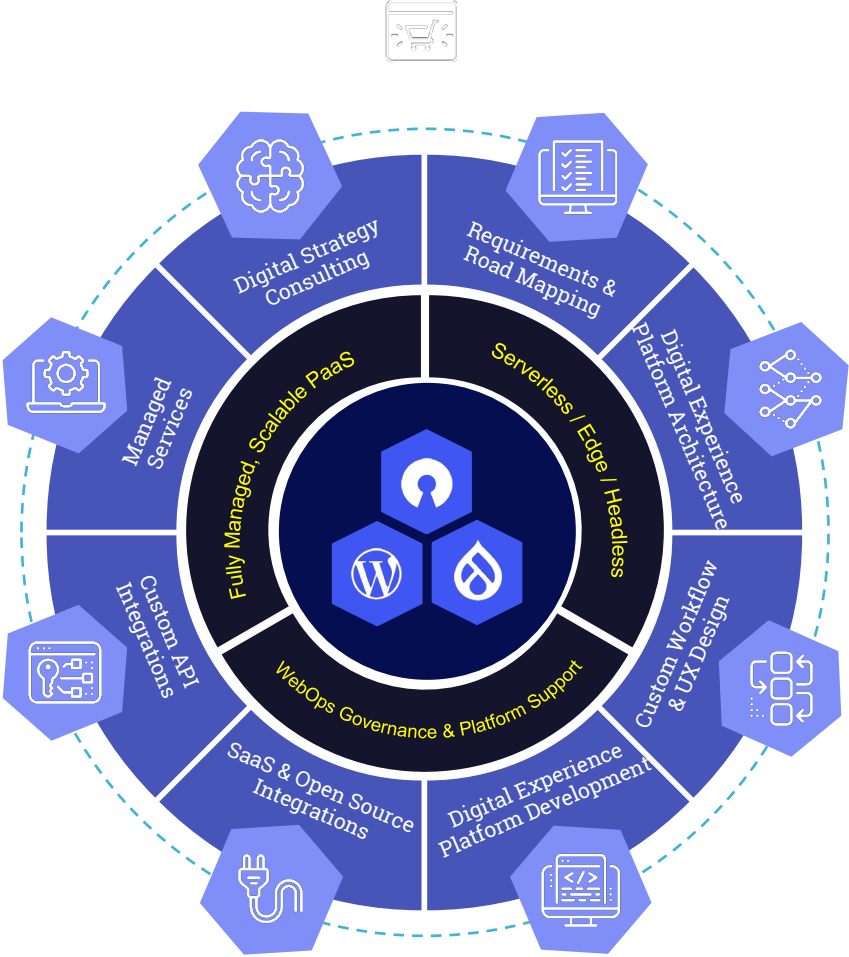
Now Let's Look At
What We Are Delivering
Once We Look at:

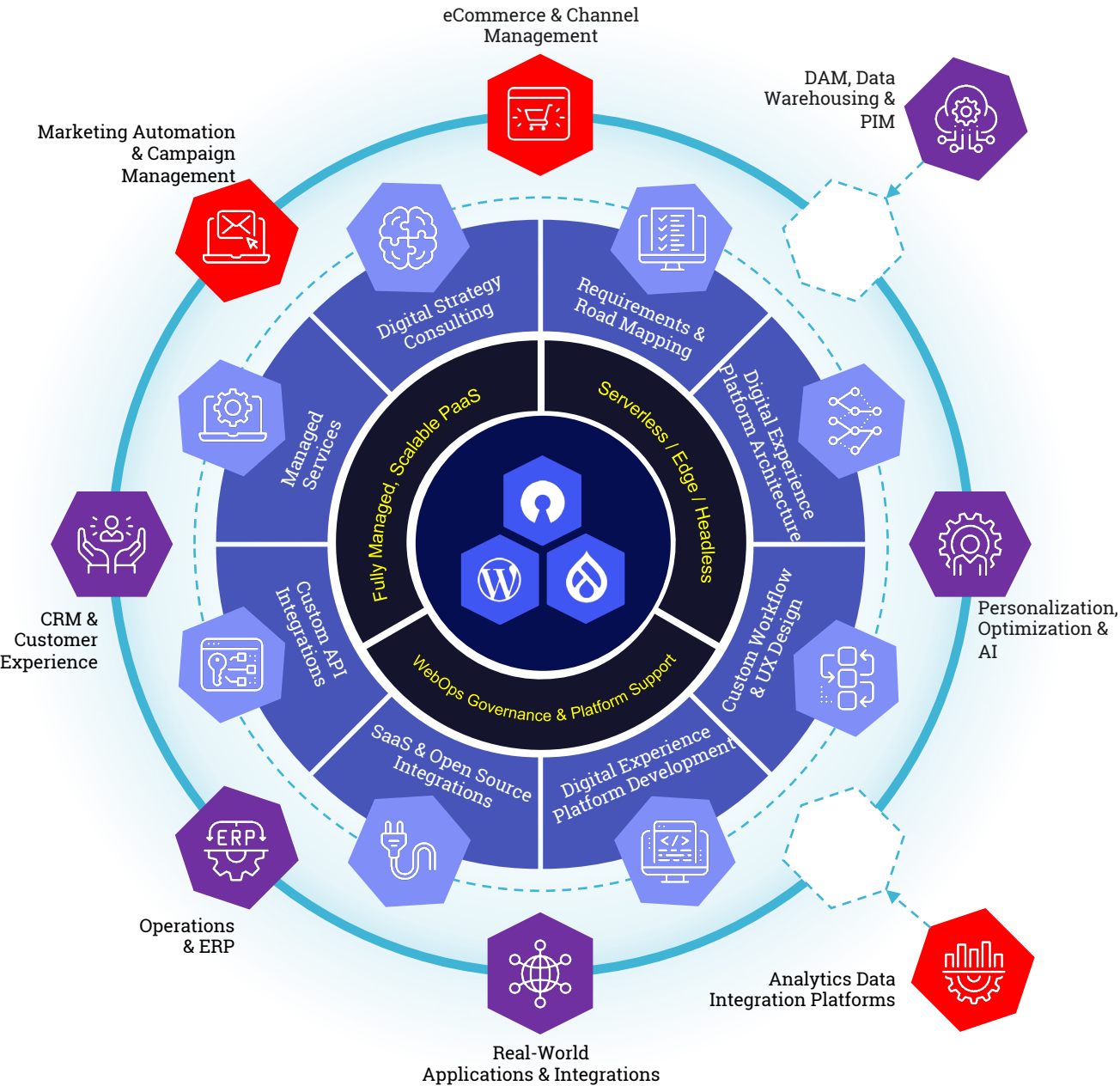
Marrying Open Source & MarTech Stacks

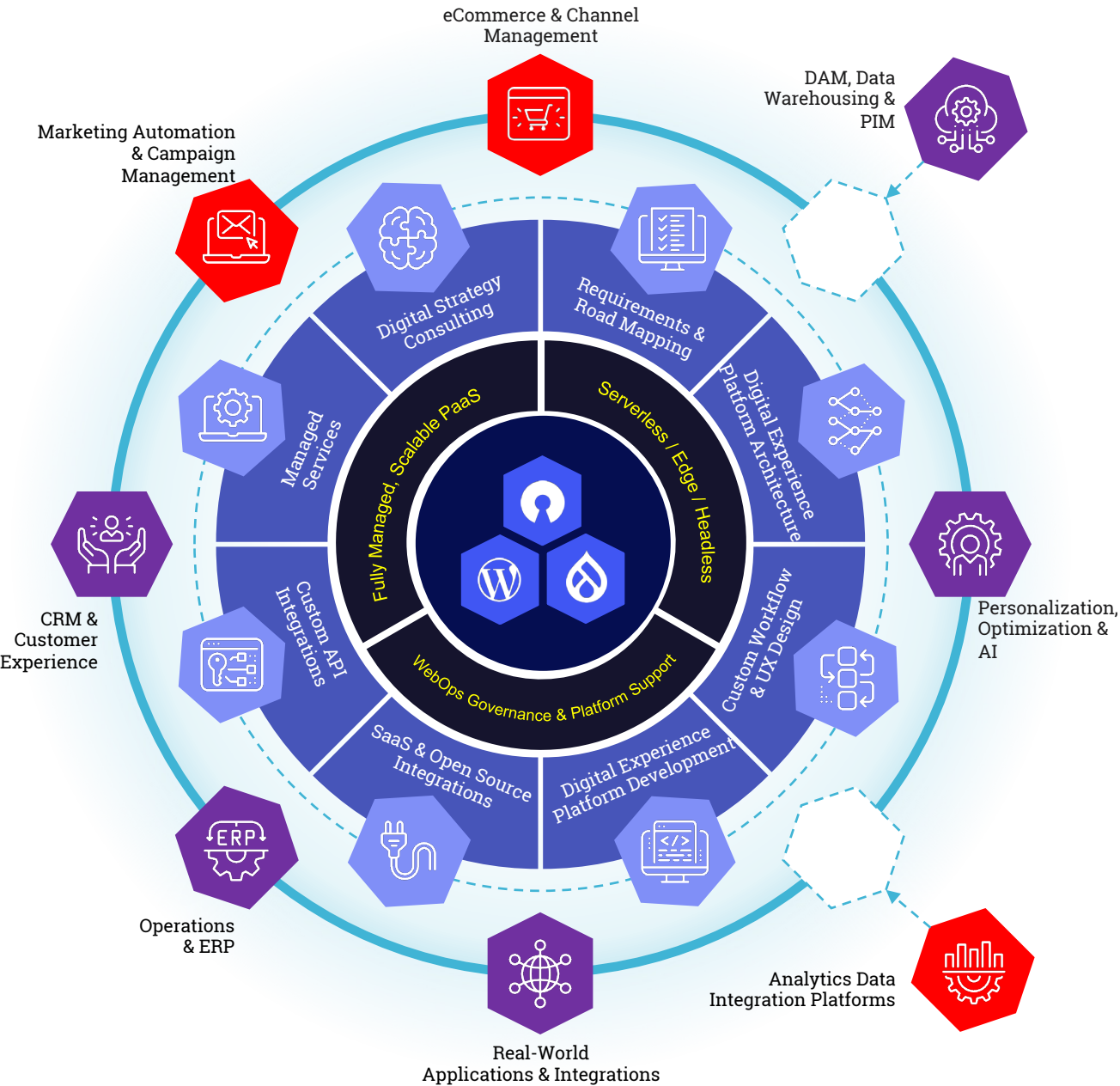
...In The Same Way, DXPs & SaaS Products Do













Here Is A Quick Look At Some
Real-Life Examples Built On
A WordPress Foundation
As A Composable “Hub”



Disney ABC Press

Disney | ABC Television Group

PROFILE | LOG OUT

THE DAILY BUNDLE

SHOWS

EXECUTIVES

BIOS

CONTACTS

MARVEL'S AGENT CARTER

Primetime, Tuesdays, 9:00 - 10:00 p.m.

SHOW HOME | EPISODES | PHOTOS | VIDEOS | RELEASES | BIOS | CONTACTS | SOCIAL

NEWEST EPISODES

EPISODE 108

AIR DATE: 02/24/15

"VALEDICTION"

EPISODE 107

AIR DATE: 02/17/15

"SNAFU"

EPISODE 106

AIR DATE: 02/10/15

"A SIN TO ERR"

EPISODE 105

AIR DATE: 02/03/15

"THE IRON CEILING"

Read Synopsis

LATEST PHOTOS

See all photos >

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EPISODE 108

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EPISODE 104

AIR DATE: 01/27/15

"THE BLITZKRIEG BUTTON"

EPISODE 103

AIR DATE: 01/20/15

"TIME & TIDE"

EPISODE 102

AIR DATE: 01/13/15

"BRIDGE AND TUNNEL"

EPISODE 101

AIR DATE: 01/06/15

"NOW IS NOT THE END"

BIOS

See all bios >

Disney | ABC Television Group

PROFILE | LOG OUT

THE DAILY BUNDLE

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SHOW PHOTOS

View By Category

GALLERY

SHOW BIOS

View By Category

TALENT

Lyndsy Fonseca

Agent Carter on ABC's "Marvel's Agent Carter"

A stunning and talented young actress, Lyndsy Fonseca has quickly grabbed attention as one of Hollywood's most vibrant talents.

Fonseca recently co-starred in the Amazon pilot, "Down Dog," which was directed by Brad Silberling. On the big screen, she is best-known for her roles in both of Matthew Vaughn's "Kingsman" features, in which she co-starred opposite Aaron Taylor-Johnson and Chloë Grace Moretz. She also starred in "Hot Tub Time Machine," opposite John Cusack, Kate Walsh and Chevy Chase, and in John Carpenter's thriller "The Ward," opposite Amber Heard, Danielle Panabaker and Marnie Green. Earlier last year, Fonseca shot the independent film, "The Escort," starring opposite Ruher Willis.

Fonseca previously starred for four seasons on the popular CW series "Nikita" and recurred on the hit ABC series "Desperate Housewives."

Add to

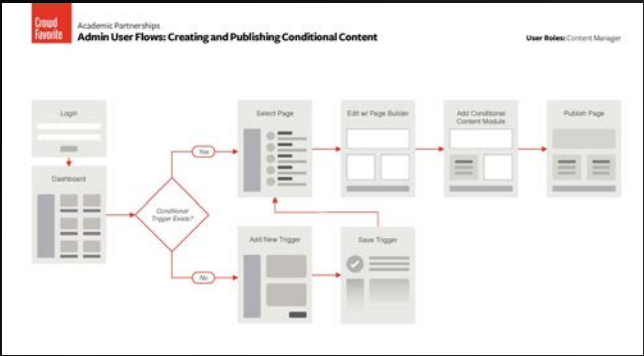
Copy Full Bio



Academic Partnerships

“ You have successfully beaten Adobe at their own game...

Karmela Gaffney
CMO - Academic Partnerships



8.2.11 Progressive Profiling

6.6.6 Creating and Publishing Conditional Content

CF DXP New Site Wizard

6.6.3 Creating a Page Split Test

Creating a Page Split test is a task that revolves around an existing Master Page. Variants of the Master Page

3.6 User Requirements for the DXP

Req ID	Requirement	Rationale	Release
URI-01	Article Writers must be able to draft an article and save it within the CMS.	As an Article Writer, I want to be able to draft and save an article so that it can be easily edited for publication within the CMS.	MVP
URI-02	Article Editors must be able to easily edit articles, assign writers for changes that are ready to	As an Article Editor, I want to be able to easily edit articles, assign writers for changes that are ready to	MVP

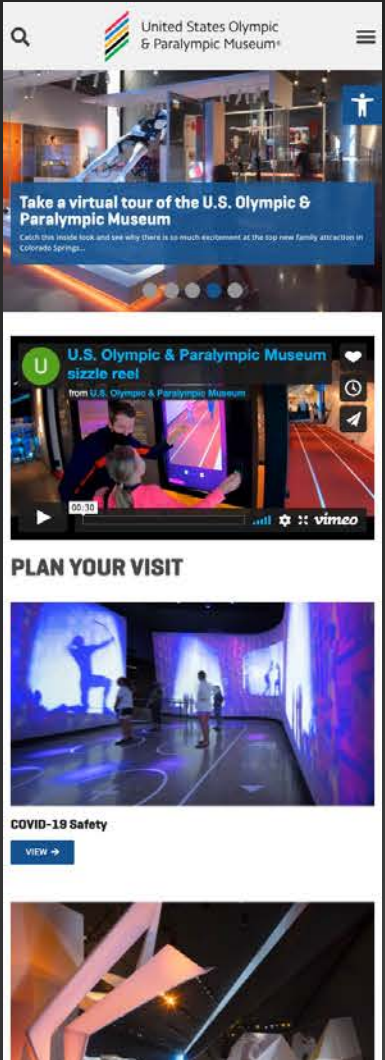
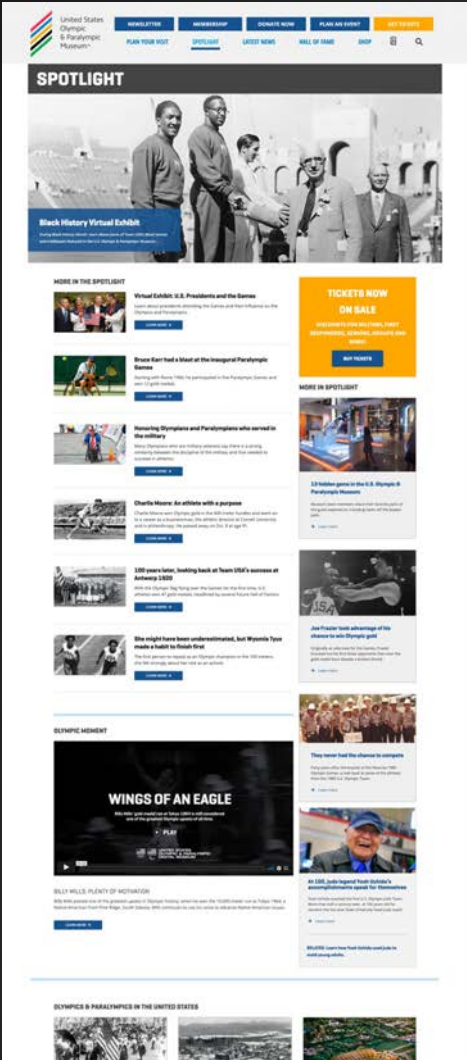
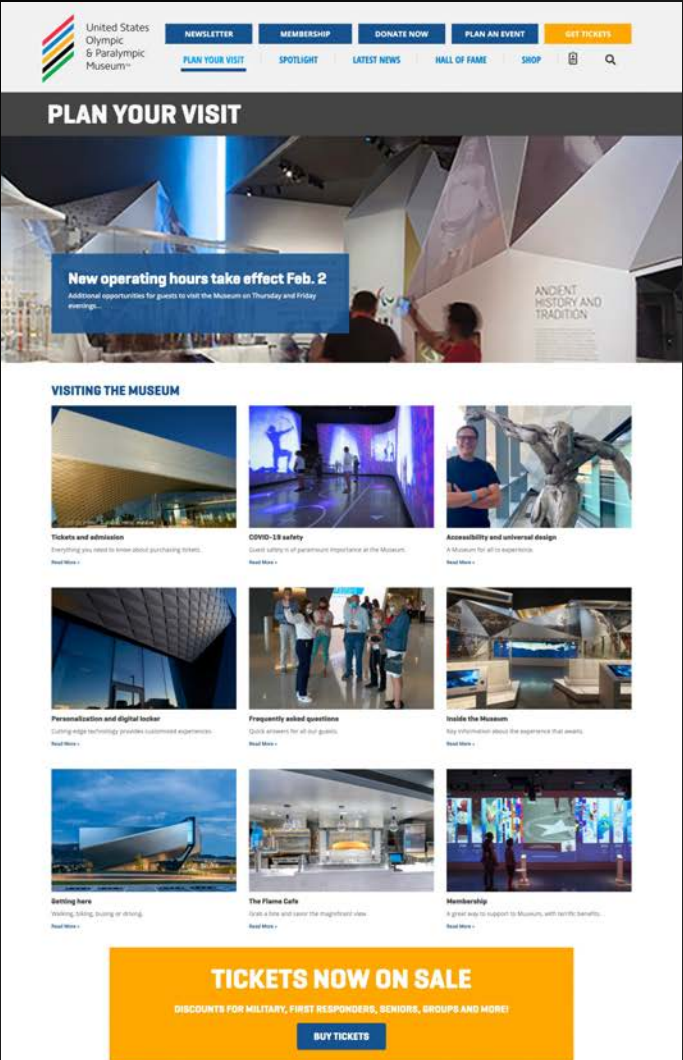
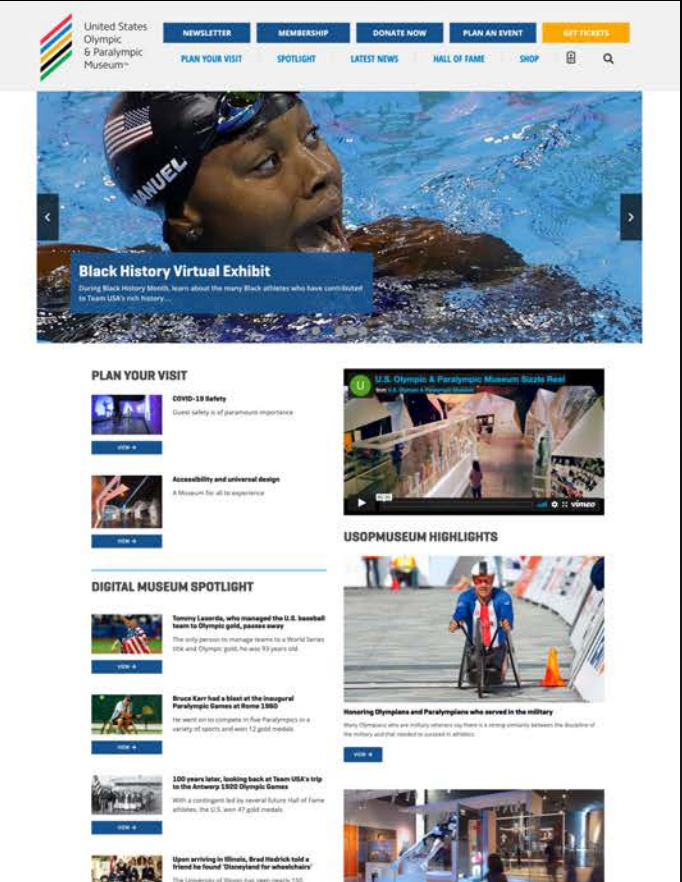


RESPONSIBILITY GUIDE		
	WP ENGINE	CROWD FAVORITE
Strategy, Requirements and Planning		
Requirements gathering		Primary
Digital Project Scoping		Primary
Vision		Primary
Digital Strategy Consulting		Primary
Business Goals and Site Assessment		Primary
Installation, Development and Configuration		
Hosting Server Management	Primary	
Configuration & Deployment	Primary	
Infrastructure Implementation	Primary	
Security	Primary	
TechDevOps	Primary	
WordPress Enterprise Integration		Primary
Web Design Integration		Primary
Custom Feature Development		Primary
More to come...		Primary
Maintenance and Training Support		
Comprehensive Digital Maintenance Services		Primary
Managed Services		Primary
Performance Monitoring and Optimization		Primary
Continuous Iterative Code Refactoring		Primary





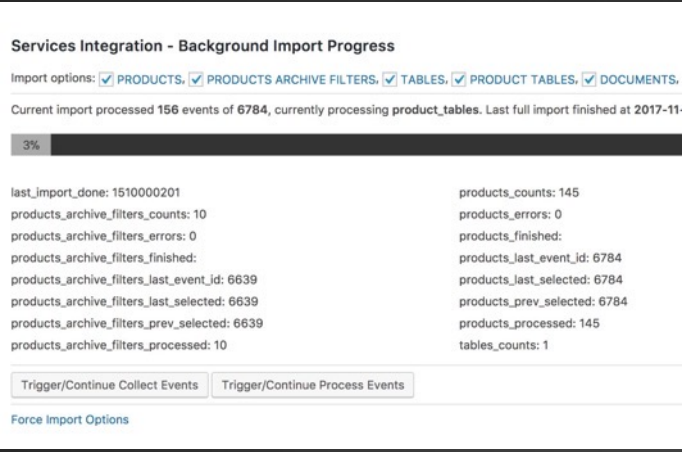
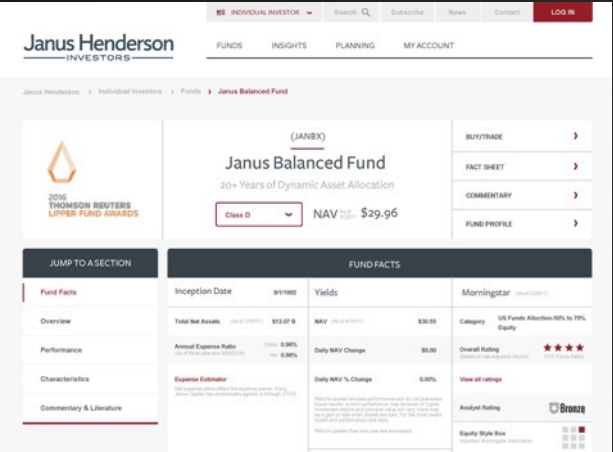
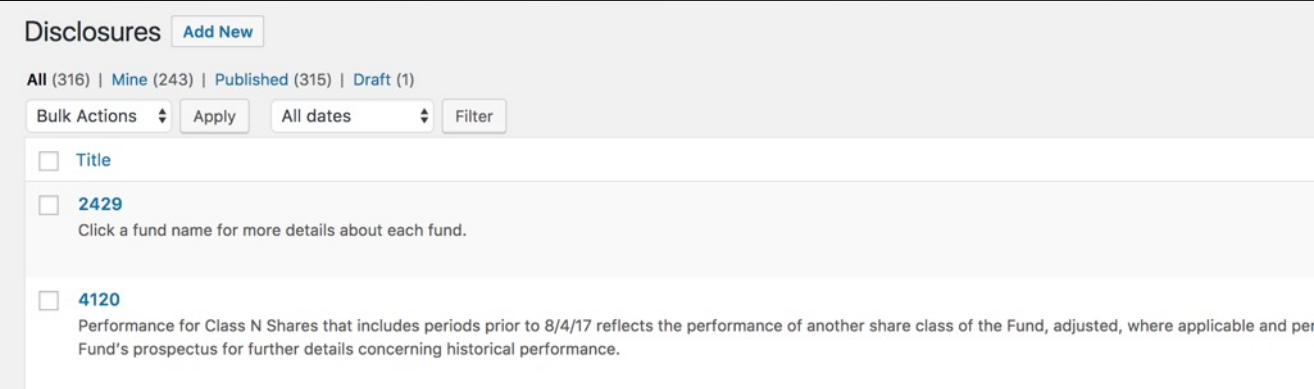
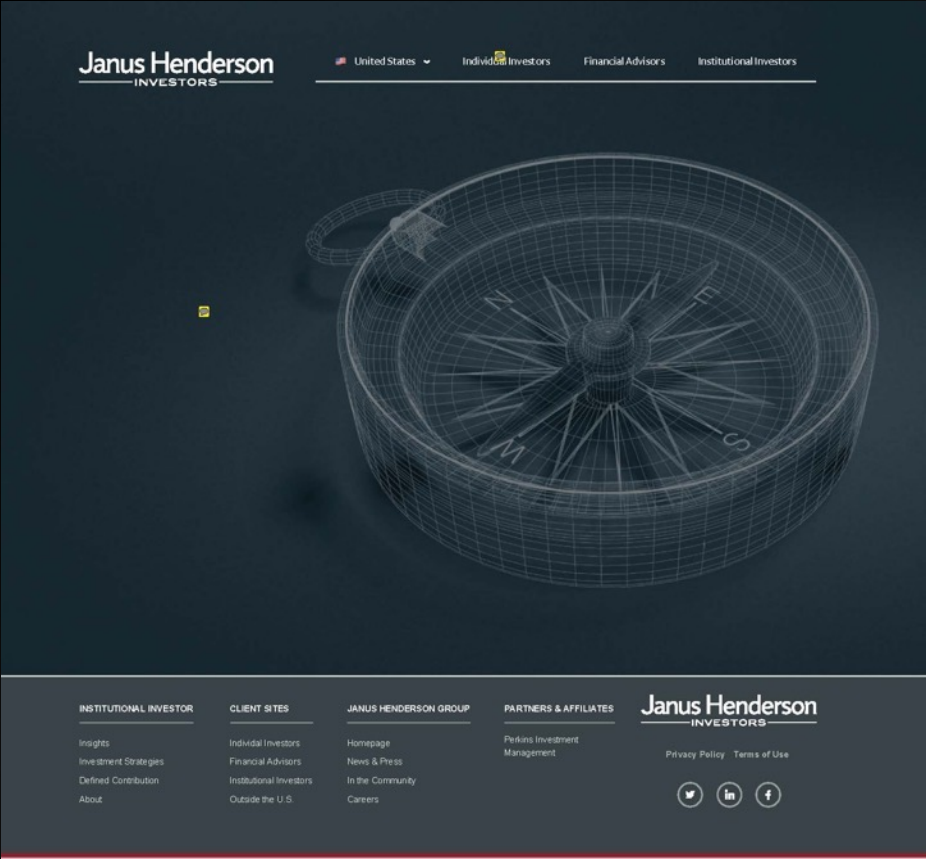
USOPM





Janus Henderson

WordPress as a data integration management tool



Secure, External System, Big Data, applied with complex rules



LKQ Corporation

SEARCH & PURCHASE PARTS

LOCATION FINDER

CONTACT US

SEARCH

About Us

Our Culture

Investors

Careers

Newsroom

Drive Forward

Back in 1998, the world saw a fragmented recycled parts industry. Our founders, however, saw an opportunity — To provide quality, high-value alternatives for the automotive replacement parts marketplace.

Since then, LKQ has not stopped driving forward, with a commitment to continuous improvement, finding creative solutions, and adapting to the ever-changing competitive landscape.

A Vision for the Future

LKQ Corporation is the leading provider of alternative and specialty parts to repair and accessorize automobiles and other vehicles. LKQ has operations in North America, Europe and Taiwan. LKQ offers its customers a broad range of replacement systems, components, equipment and parts to repair and accessorize automobiles, trucks, and recreational and performance vehicles.

“OUR MISSION IS TO BE THE LEADING GLOBAL VALUE-ADDED DISTRIBUTOR OF VEHICLE PARTS AND ACCESSORIES BY OFFERING OUR CUSTOMERS THE MOST COMPREHENSIVE, AVAILABLE AND COST-EFFECTIVE SELECTION OF PART SOLUTIONS WHILE BUILDING STRONG PARTNERSHIPS WITH OUR EMPLOYEES AND THE COMMUNITIES IN WHICH WE OPERATE.”

Overview

LKQ Corporation is a leading provider of alternative and specialty parts to repair and accessorize automobiles and other vehicles. LKQ has operations in North America, Europe and Taiwan. LKQ offers its customers a broad range of replacement systems, components, equipment and parts to repair and accessorize automobiles, trucks, and recreational and performance vehicles.

LEARN MORE

EXPLORE LKQ'S GLOBAL PRESENCE

NASDAQ: LKQ

\$37.46

+0.54 (1.46%)

Vol. 26 million shares

1/18/2024 4:01 PM

Latest News & Events

JANUARY 12, 2021

LKQ Corporation to Release Fourth Quarter and Full Year 2020 Results on Thursday, February 18, 2021

READ MORE

OCTOBER 29, 2020

LKQ Corporation Announces Results for Third Quarter 2020

READ MORE

FEBRUARY 18, 2021 07:00 AM CT

Fourth Quarter and Full Year 2020 Earnings Conference Call

ADD TO CALENDAR

WEBCAST

OCTOBER 29, 2020 01:00 AM CDT

LKQ Corporations Third Quarter 2020 Earnings Call

WEBCAST

PRESENTATION

VIEW ALL NEWS

VIEW ALL EVENTS

Featured Report

2019 ANNUAL REPORT

2019 Annual Report (PDF 1.28 MB)

2020 Proxy Statement (PDF 2.42 MB)

Location Finder

POSTAL CODE OR STREET ADDRESS

Texas

DISTANCE: No Limit LOCATION TYPE: All Locations SEARCH

1700 matches found

1

Keystone Automotive Industries - Abilene (34.02mi)

933 S Treadaway Boulevard, Abilene, TX 79602-2749

DIRECTIONS

2

POW Auto Glass - Odessa (139.05mi)

14000 West Highway 80 East, Suite A, Odessa, TX 79765-9404 (432) 563-2918

DIRECTIONS

3

Keystone Automotive Industries - Lubbock (156.30mi)

1411 South Loop 289, Lubbock, TX 79423 (806) 745-7002

DIRECTIONS

4

LKQ Auto Parts of West Texas - Lubbock (156.30mi)

1411 South Loop 289, Lubbock, TX 79423

DIRECTIONS

Explore LKQ's Global Presence

Filter our Brands by:

North America (16)

Choose Specialty

Our Brands Worldwide

LKQ Corporation Global

LKQ North America Collision, Mechanical, PBF (USA)

Keystone Automotive Industries Collision, Mechanical, PBF (Canada, USA)

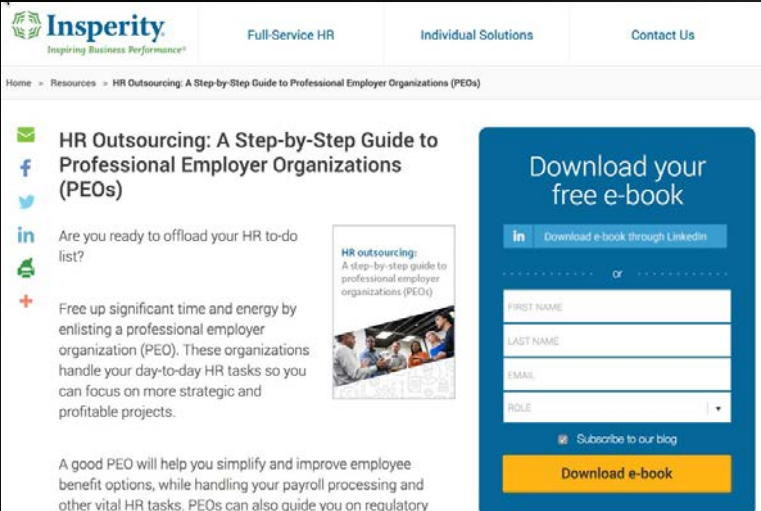
LKQ Pick Your Part Collision, Mechanical (Canada, USA)

lkqcorp.com



Insperity

Same features with lower Total Cost of Ownership than AEM or Sitecore



Save

Name

Textbox

Field ID: 1

☆

Label

Name

Label Position

Above Element

Placeholder

Restriction Settings

▼

Calculation Settings

▼

Advanced Settings

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Dick Vitale
The 40th Annual Sports Emmy® Lifetime Achievement Honoree

VIEW RELEASE

Digital Drama Series Pre-Nominations for the 46th Annual Daytime (UPDATED)

Dick Vitale Sports Emmy Lifetime Achievement Award Honoree

Drama Performer Pre-Nominations Announced

The National Academy of Television Arts & Sciences
135 Madison Avenue, 18th Floor, New York, NY 10017
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Daytime Emmy® Awards / February 18, 2019

Digital Drama Series Pre-Nominations for the 46th Annual Daytime (UPDATED)

DIGITAL DRAMA SERIES PRE-NOMINATIONS ANNOUNCED FOR THE 46th ANNUAL DAYTIME EMMY® AWARDS: New York - February 18, 2019 - The National Academy of Television Arts & Sciences (NATAS) today announced the Digital Drama Series Pre-Nominations for the 46th Annual Daytime Emmy® Awards. The process used to determine the Pre-Nominated Digital Drama Series follows an online judging ballot.

NOMINEES

Categories

Outstanding Lead Actress in a Drama Series

Ellen Davidson
as Ashley Carson
The Young And The Restless
CBS

Nancy Lee Graham
as Wendy Davis
Secrets & Deceptions
ABC

Marc Miller
as Miguel Hernandez
Days of Our Lives
NBC

Maura West
as Lisa Adams
General Hospital
ABC

Laura Wright
as Carly Corinthos
General Hospital
ABC

Outstanding Lead Actor in a Drama Series

Peter Bergman
as Jack Abbott
The Young And The Restless
CBS

Michael Eason
as Steven Forster
General Hospital
ABC

John McCook
as Eric Forster
The Bold and the Beautiful
CBS

Billy Miller
as John Forster/Steve
General Hospital
ABC

James Reynolds
as Peter Carson
Days of Our Lives
NBC

Outstanding Supporting Actress in a Drama Series

Maria Adams
as Lisa Hernandez
The Young And The Restless
CBS

Carmyn Grimes
as Claire Mitchell
The Young And The Restless
CBS

Elizabeth Hendrickson
as Emily Forster/Steve
The Bold and the Beautiful
CBS

Jacqueline MacInnes Wood
as Betty Forster/Steve
The Bold and the Beautiful
CBS

Michael Morgan
as Henry Collins
The Young And The Restless
CBS

emmyonline.tv



Marketing Editorial Workflow Level of Effort



0

Isolated System Architecture

- WordPress out of the box with Plug-Ins
- Brochureware Marketing sites, no connections or data sharing

1

Single Pipeline Architecture

- CMS with SaaS data import streams
- Simple Marketing site with one direction data stream

2

Duplex Data Stream Architecture

- Two-way data stream
- Ability to pass information from CRM etc. back & forth to the marketing site

3

Digital Experience Platform

- Start of Integrated Editorial Workflows
- Complex Data Integrations for CX

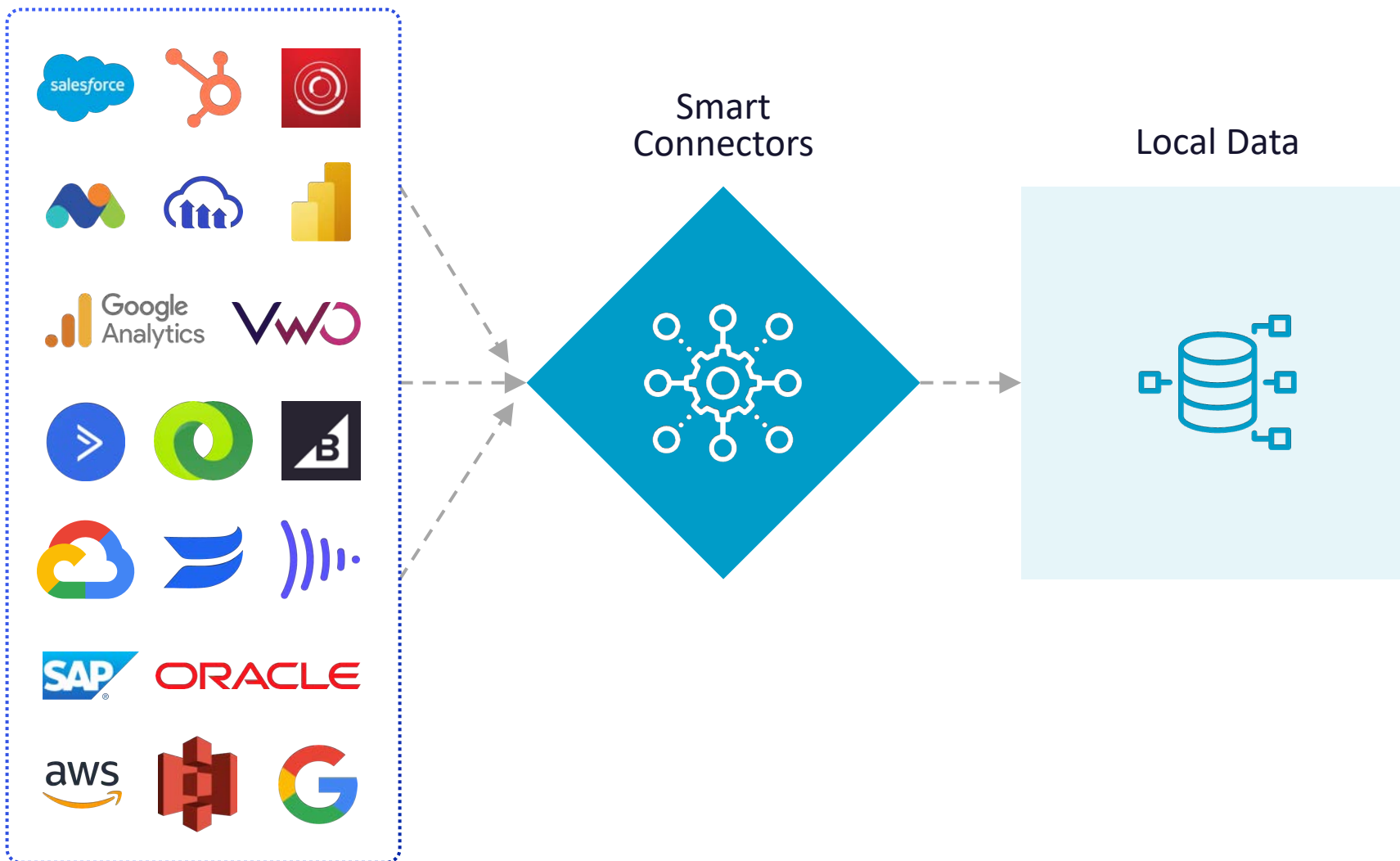


What Are The Challenges
We Are Solving Now,
As Brands See The Potential?



Data Architecture At A Glance

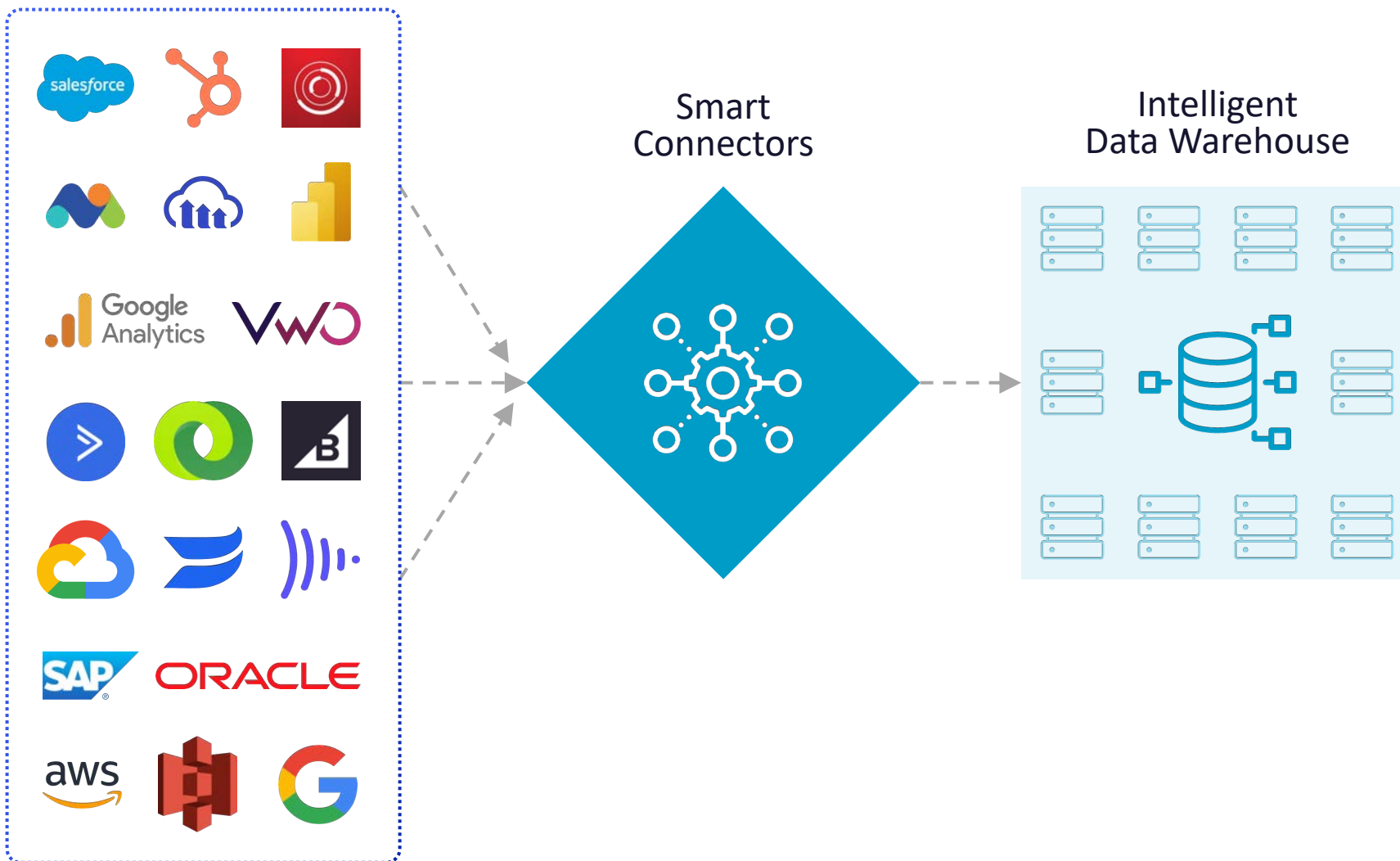
250+ Data Sources





Data Architecture At A Glance

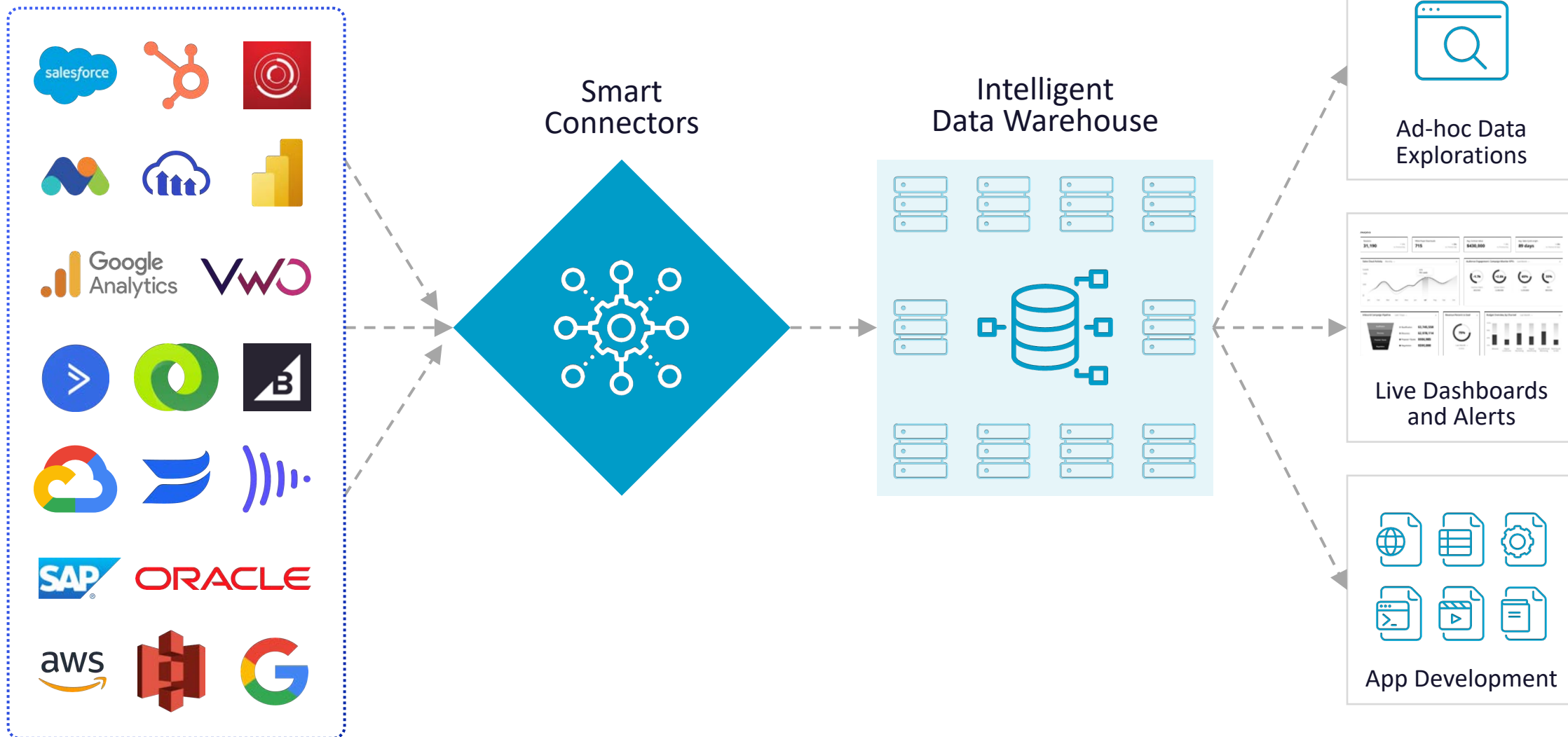
250+ Data Sources





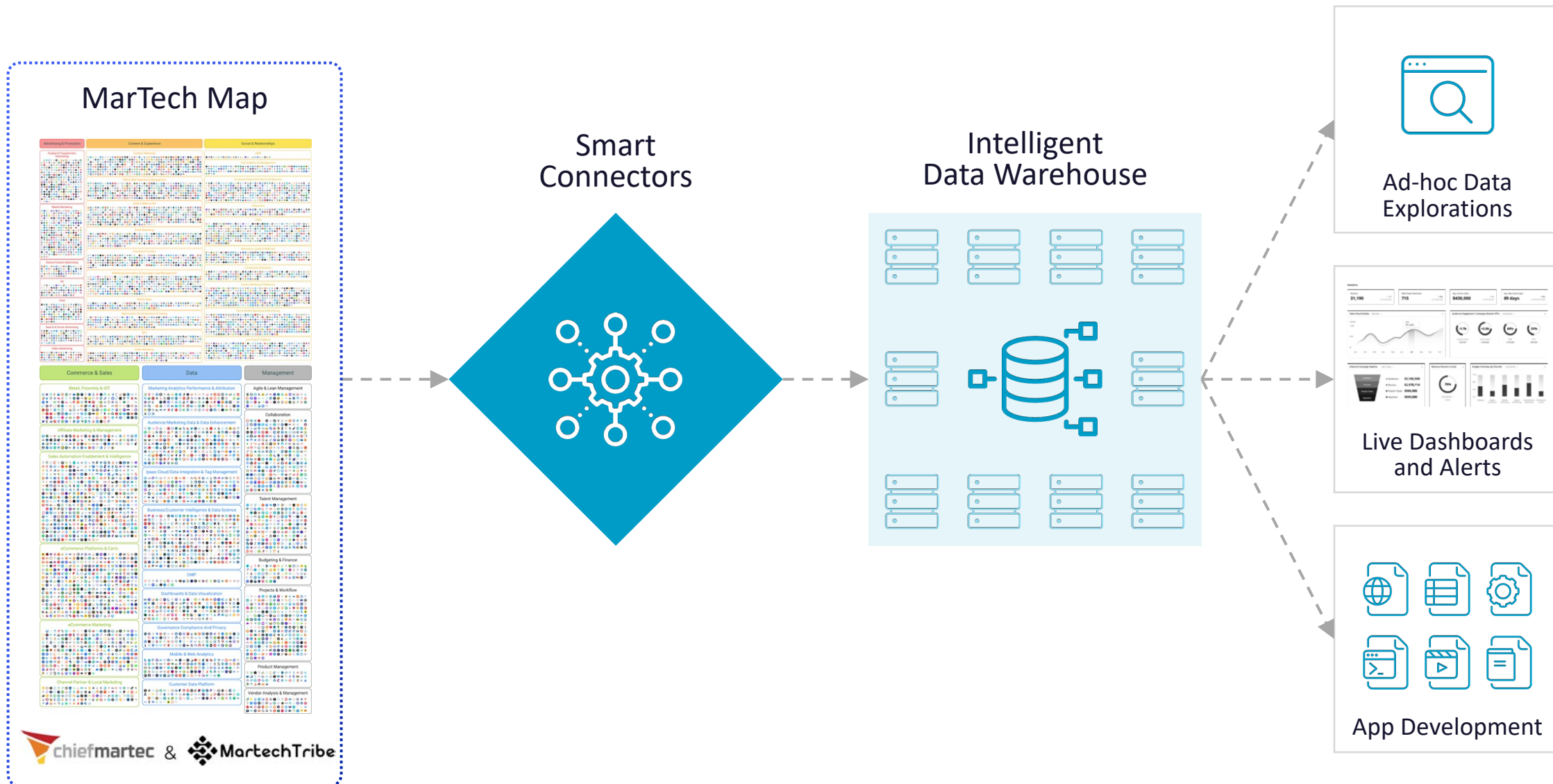
Data Journey

250+ Data Sources





Data Journey As We Grow The Opportunities



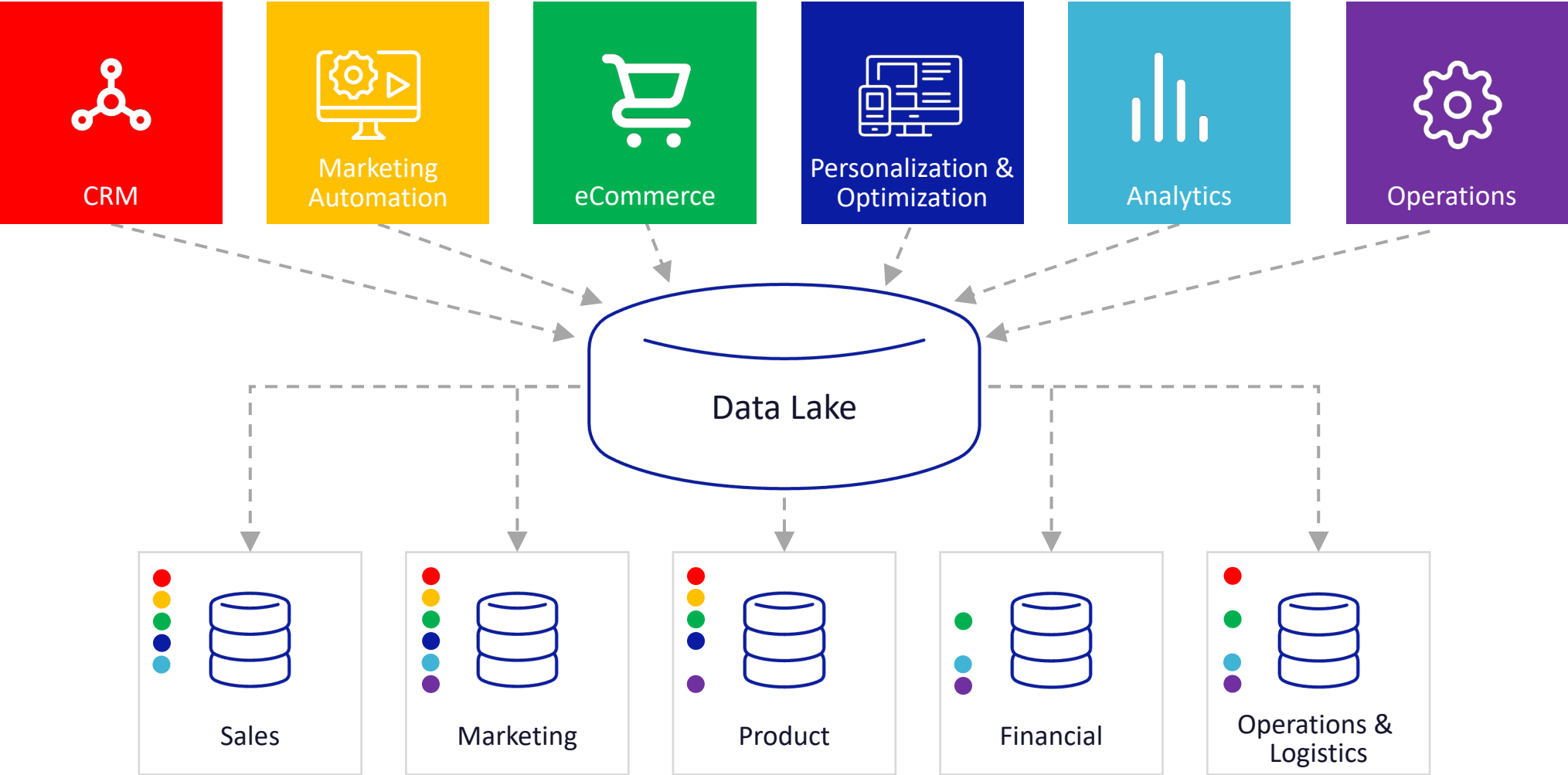


This Is Leading To
A New Opportunity

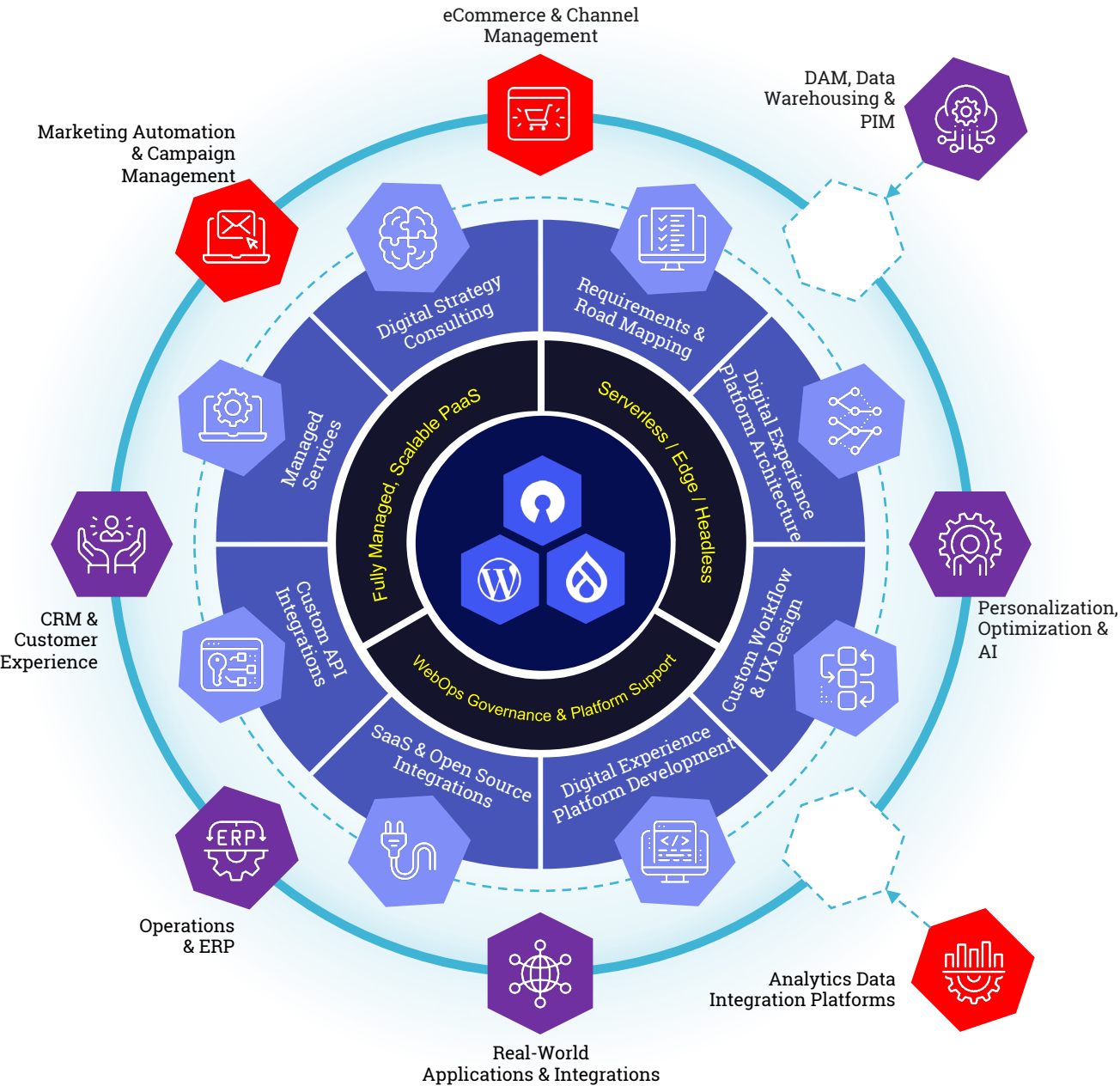


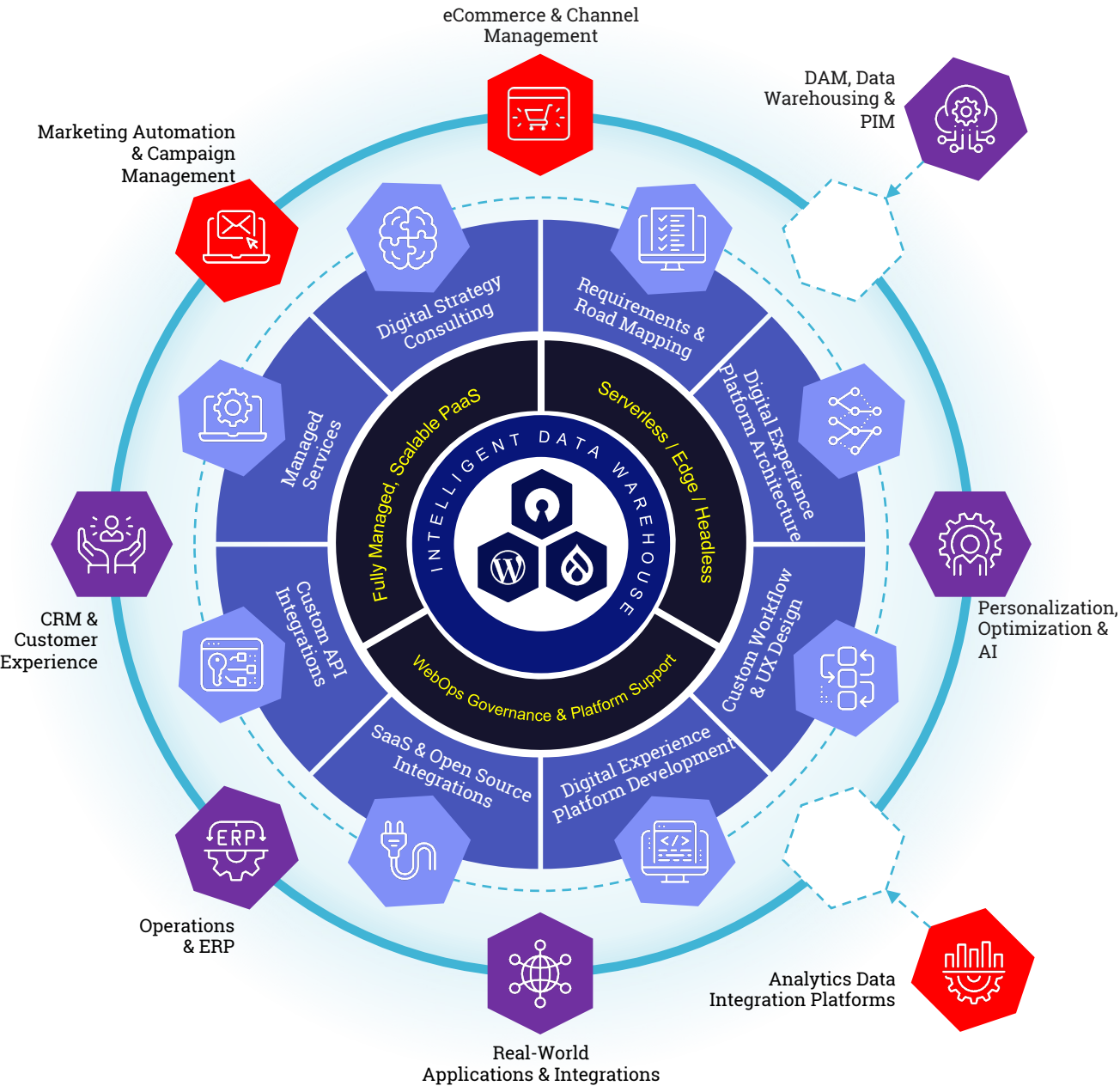
Data Mart Infrastructure

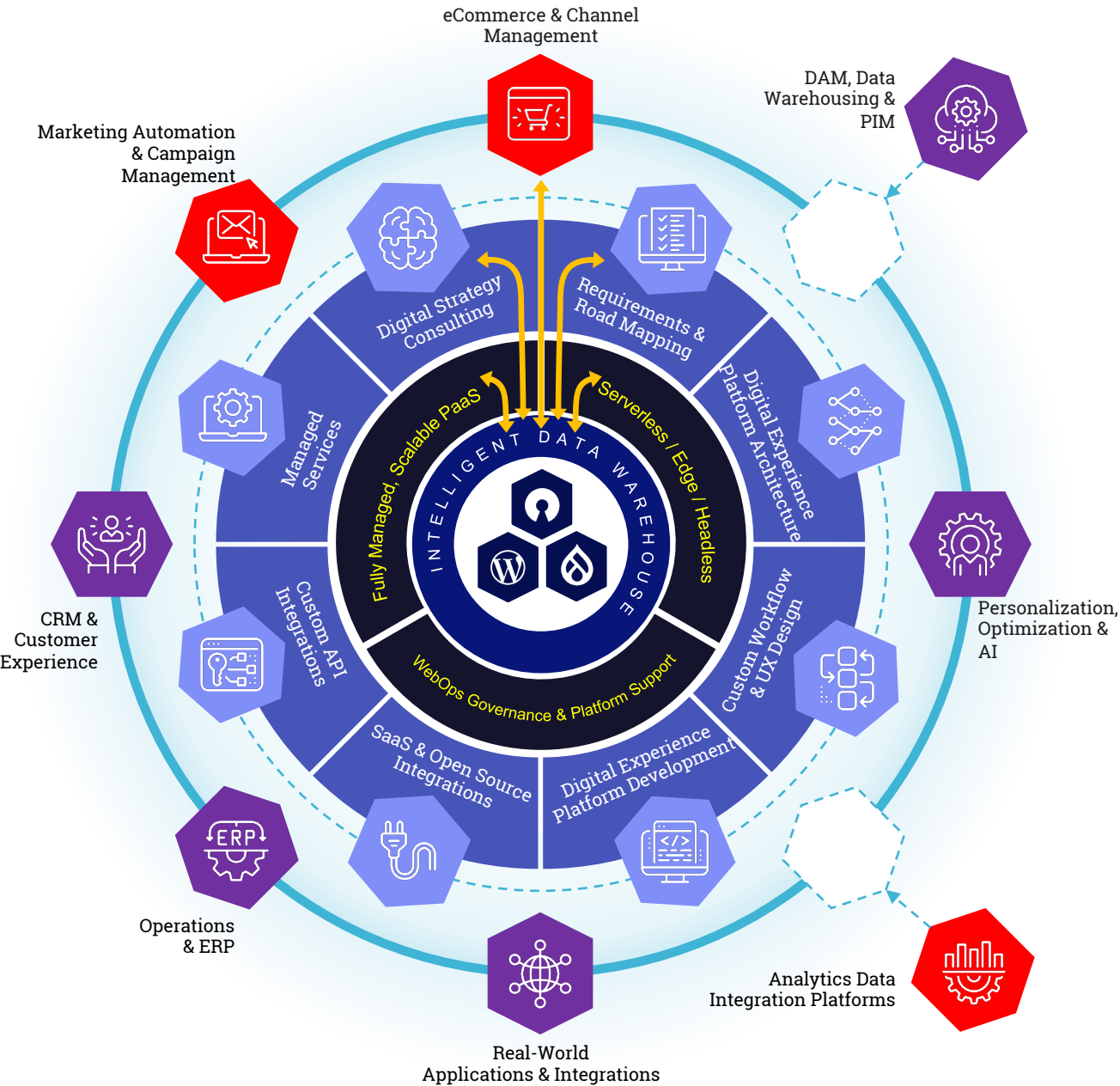
SaaS or Legacy Data Sources

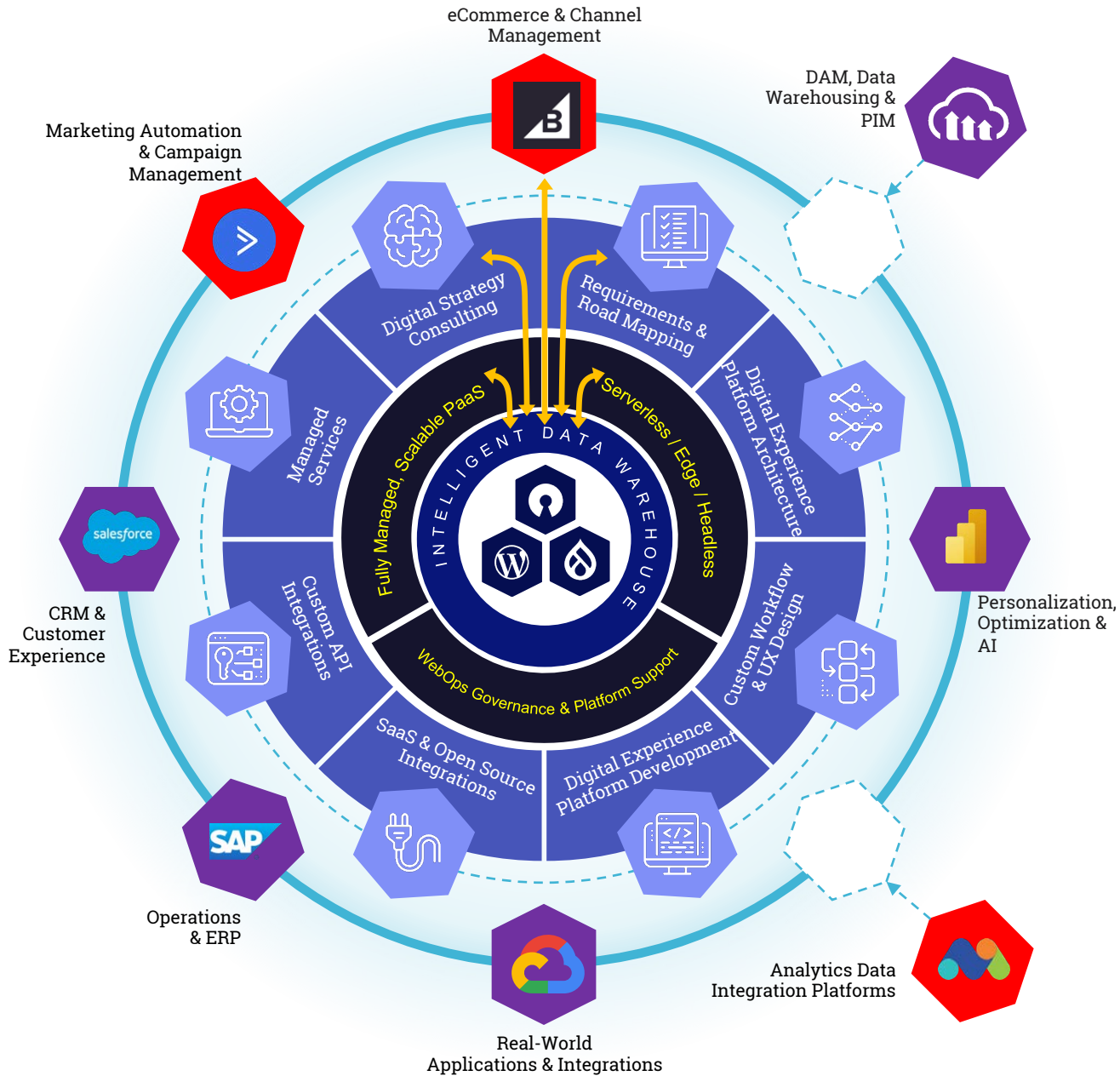


Business Unit Based Data Marts



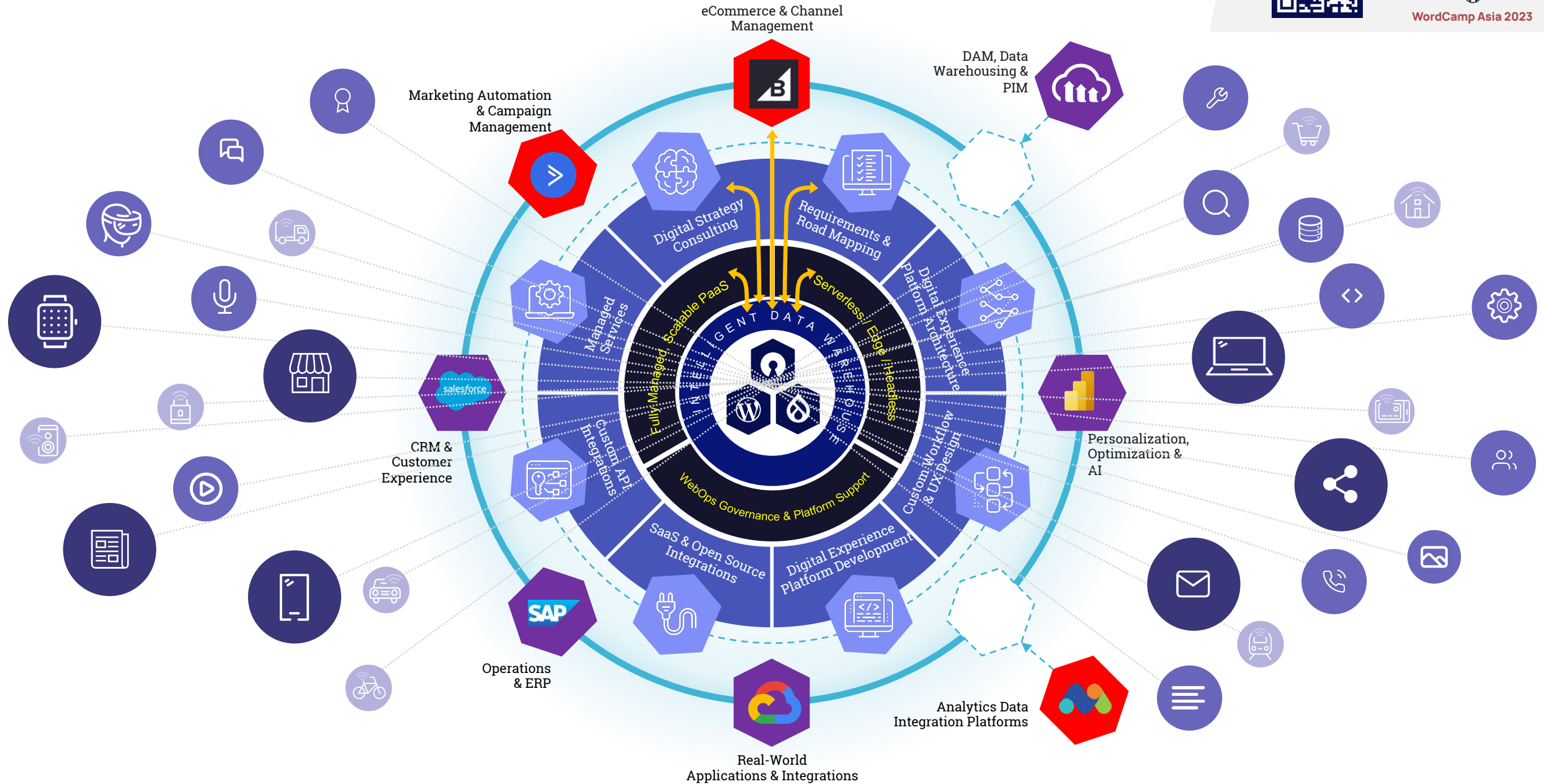






Successfully Marrying Open Source & Large Marketing Technology Stacks

@KarimMarucchi

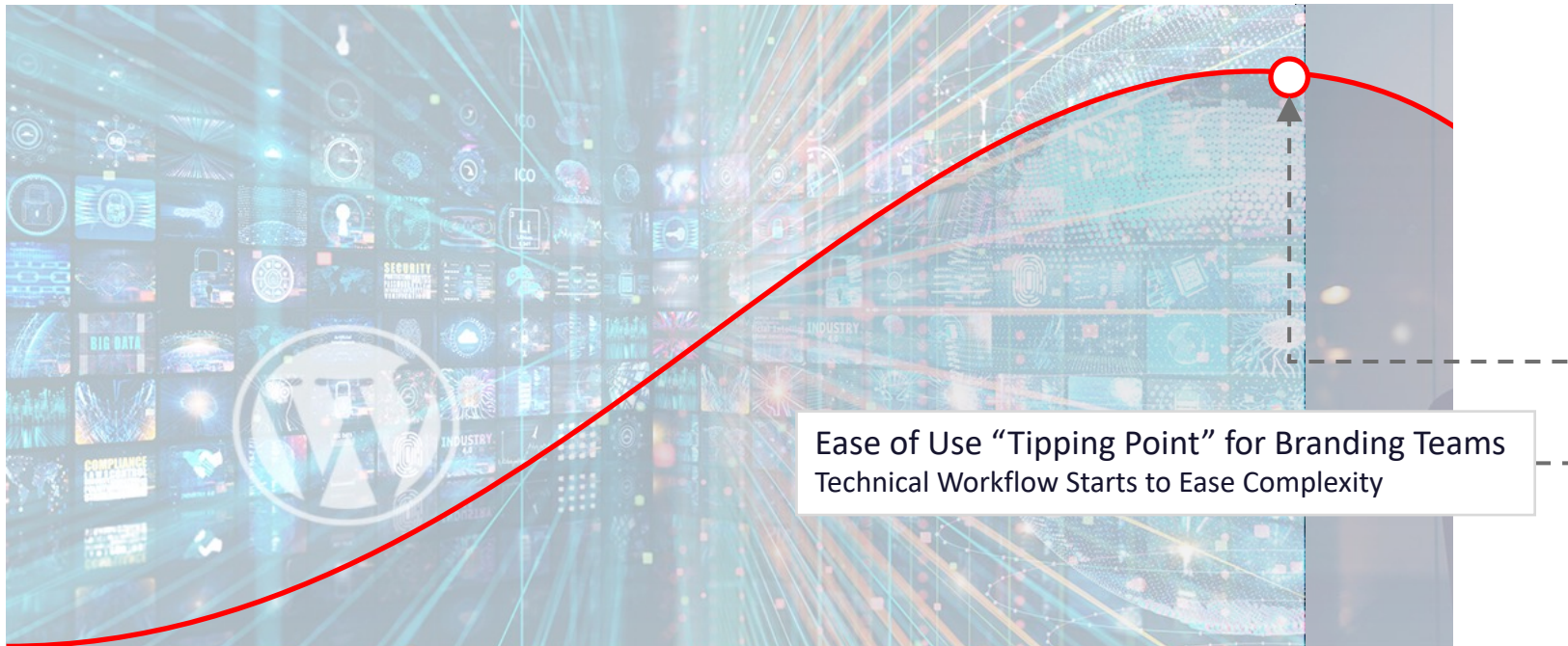




So What Will This Achieve
For Brands In the Enterprise?



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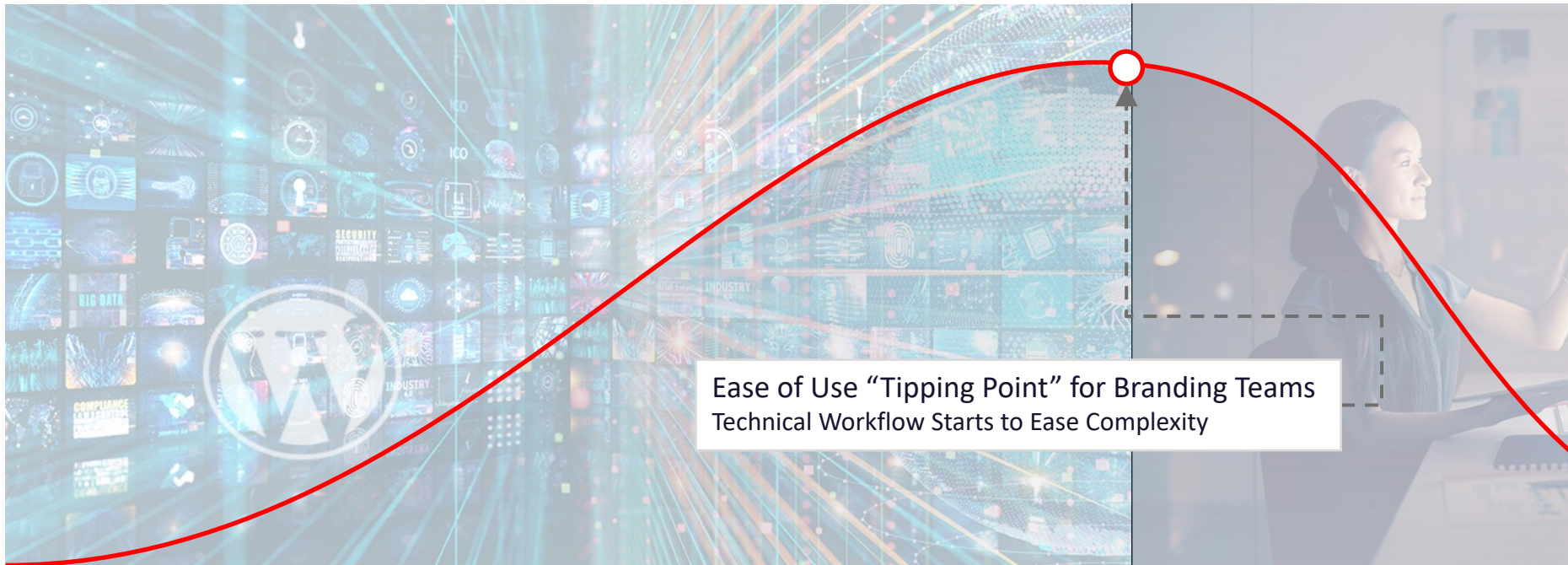
Digital Experience Platform

- Start of Integrated Editorial Workflows
- Complex Data Integrations for CX

4



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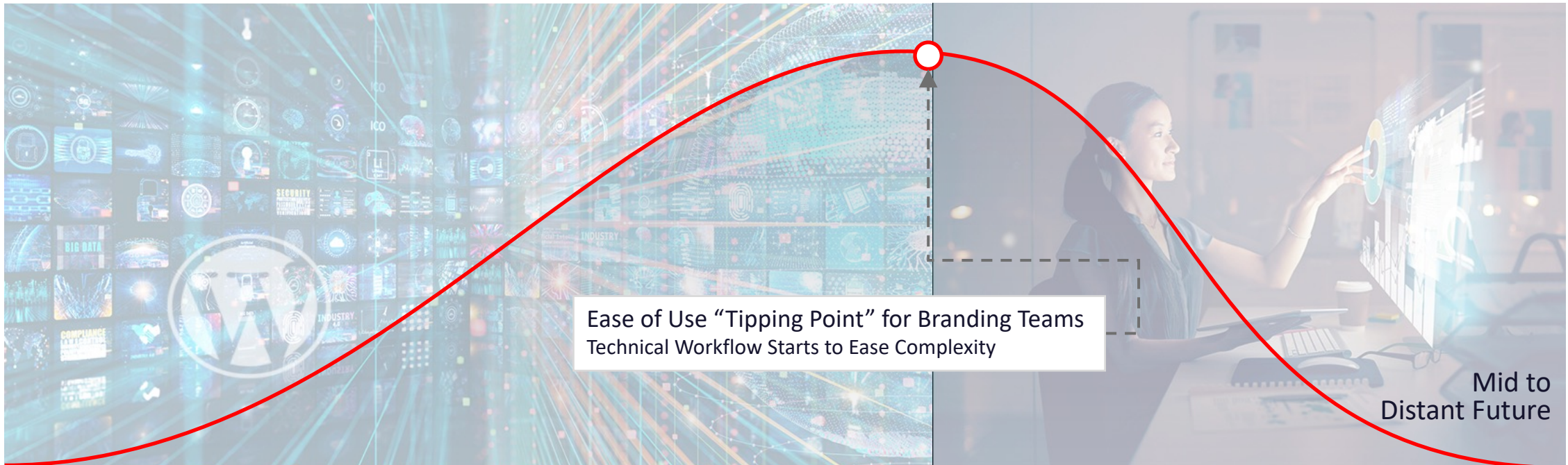
4

Fully Modular DXP w/Custom Workflow

- Completely Integrated Workflows
- Data Ownership & Edge Processing



Marketing Editorial Workflow Level of Effort



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- Completely Integrated Workflows
- Data Ownership & Edge Processing

5

Phygital Intelligence Platform

- Fully Transparent Editorial Workflow
- Instantly Interactive workflow w/ AI-Based Real-Time Sync

Thank you!

Want More Details?

- Download the Presentation
- Get in Touch
- Get More Information About Digital Experience Solutions based on WordPress & Open-Source



Karim Marucchi

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